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THE OPPORTUNITIES AND A MANUAL
OF THE TECHNIQUES OF WOMEN'S
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WOMEN IN JOURNALISM

A GUIDE TO THE OPPORTUNITIES AND A MANUAL OF THE TECHNIQUE OF WOMEN'S WORK FOR NEWSPAPERS AND MAGAZINES

BY

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TO
MY MOTHER
AND
MY SISTER KATHARINE

PREFACE

This book is intended as a guide for women students of journalism, for vocational advisers, and for beginners in magazine and newspaper work. So far as my knowledge goes, it is the first complete survey of opportunities in the special lines of writing for which the woman writer is best qualified.

For each of these lines, I have attempted to outline the opportunities and preparation needed, and at the same time to combine technical instruction in writing with illustrations of how these subjects are presented in well edited newspapers and magazines. Thus the book is both a vocational guide and a textbook of technique. Wherever practical, suggestions for actually "selling" special departments to magazines, newspapers, and syndicates are incorporated. The book presents also those opportunities in the business field, which are based on practically the same preparation and demand a similar type of writing, such as business writing in home economics and fashion advertising copy.

The book is based on my experience in newspaper, magazine, and advertising work, extending over a period of several years, together with my experience as a teacher of journalism. I gave, at the University of Wisconsin, the first course in "Features of Interest to Women in Magazines and Newspapers," ever given in a school of journalism. I have also drawn freely upon the complete and varied newspaper experience of my husband, Leroy J. Boughner, for many years city editor of the *Minneapolis Tribune* and later, at the time of his death, classified advertising manager of the *Chicago Daily News*.

It has long been apparent in my experience, that women entering journalism schools and courses in college and high school have been unaware of the many and varied opportunities for women's writing open to them on newspapers. To most beginners, newspaper work means chiefly general reporting.

It is, of course, a triumph of women that they are invading and are making good in practically all fields of journalism, many of them hitherto sacred to men. They have revealed the sure, practical touch which comes from definite, specific knowledge and the lighter, more delicate touch which imagination has guided. However, the increasing number of men and women taking courses in journalism, the constantly diminishing number of newspapers, and the difficulty experienced by heads of schools of journalism in finding work for women graduates, point unmistakably to the desirability of specialization on the part of the woman beginner in some branch of magazine or newspaper work, that demands the distinctly feminine background and experience.

While there always will be women who prefer and are specially equipped to compete with men in newspaper work, there remain a great majority who can succeed more quickly and be of more service by making a distinctly feminine contribution—one in which they may capitalize their tastes and instincts rather than oppose them, as they are called upon to do in many lines of newspaper writing in which they duplicate men's work.

Unfortunately, there is, and always has been, a measure of opprobrium attached to this distinctly feminine contribution —this so-called "woman's stuff." Perhaps it is a heritage from our early women writers for women, who pointed with far more pride to their real literary labors—their novels and sketches and poems—than to their writing on feminine subjects. Thus, Sarah J. Hale, first woman to edit a woman's magazine, *The Boston Ladies' Magazine,* was an author first

nd a woman's editor second. History records her indigna-
ion when women readers wrote to her to shop for bonnets
nd mantillas for them, and her curt announcement that their
equests were misdirected—that she was the literary editor
nd not the shopping editor! Fate played a cruel trick upon
Marion Harland, our first well-known writer on household
ubjects, and made her better known for her cookbooks and
ooks of etiquette than for her many novels, but she regarded
he former as just a by-product of her literary work. The
ame of "Jennie June" Croly as a crusader for sex equality
n labor, as a writer and lecturer, far outshone her distinction
s one of the earliest and best known fashion editors, and the
rst woman to syndicate articles on feminine topics.

This attitude may have come down from the early women
ewspaper workers themselves, who were crusaders for
omen's rights, temperance, or anti-slavery, and worked side
y side with men as editorial writers, art and literary critics,
nd even as foreign correspondents. They wrote more for
nen than for women, because few women before 1870 read
he newspapers; certainly there was no attempt to enlist them
s readers, and they accepted gratefully the slight acknowledg-
nent of their existence that the occasional man editor made
ith a "corner" under some such mid-Victorian label as
For the Ladies."

However all this was to change, chiefly because of the
rankly commercial need for women readers, together with
he widening of women's political and economic interests.
Newspaper publishers and editors suddenly realized that it
as the woman who bought, not only for herself, but for
er family and her husband. Clearly she must be made to
ead the advertisements, and editorial material must be pre-
ented to bait her interest in newspapers. This could be sup-
lied best by women writers, and at once the woman special
riter rose to prominence.

All this while women's magazines were pointing the way

to methods of getting and holding the woman reader, by research work in household and other subjects and, most important of all, by a many-sided service to women. Following their lead, newspapers began to "feminize" their pages and to offer a service along similar lines. Now that the newspapers have started, it remains to be seen whether they will outdistance achievements of women's magazines; certainly, their daily reader contact and their immense circulations give them a tremendous momentum.

Whatever results, it is obvious that we are on the threshold of opportunity for the woman who writes for women, who is imbued with the ideal of service, and who brings to her work special knowledge and training.

This last must be stressed—*special knowledge and training.* We have reached an era of specialization. It is not enough today that a woman know *how* to write. She must know *what* to write. Hence the girl with a writing career in mind, who goes through her four years of college without acquiring knowledge of some particular subject, whether fashions, politics, sports, interior decorating, or nursing, is just half preparing herself for this career. That these pages may open up to her the possibilities and opportunities in the newspaper and magazine field, and will prove a guide for her in planning her career, is my earnest wish.

If the textbook side of this work is not as complete as some might wish, the limitations of space may prove an advantage, for it will send students and readers to original sources—to the magazines and newspapers themselves, which, after all, constitute the best textbooks for magazine and newspaper study.

Statements not quoted from any source were obtained from replies to many letters sent out to authorities and specialists, asking for information upon many phases of their work. I gratefully acknowledge my obligations to many who have given helpful information, suggestions, and criticism.

For permission to reproduce articles and excerpts, I am grateful to many editors of newspapers and magazines. Especially am I indebted to Professor Willard G. Bleyer, Director of the course in journalism at the University of Wisconsin, who first pointed out the need of such a book; to Professor Grant M. Hyde, of the same university; to Miss Helen W. Atwater, editor of the *Journal of Home Economics;* to Miss Mary E. Keown, chairman of home economics in the business section of the American Home Economics Association; to Mrs. Ada Melville Shaw, managing editor of *The Farmer's Wife;* to my sister, Mrs. George Story Wheaton; as well as to many former colleagues in newspaper, magazine, and advertising work.

G. J. B.

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WOMEN IN JOURNALISM

CHAPTER I

THE SOCIETY EDITOR

> She had the artist's pride in the finished work, however she might dislike the thing in the making, and she would sail down to the press room, as soon as the paper was out, and picking up the paper from the folder, she would stand reading her page, line upon line, precept upon precept, though every word and syllable were familiar to her.
>
> WILLIAM ALLEN WHITE

Society writing opened the door of opportunity in newspaper work to women. It is one of the oldest journalistic areers. Supervision of the society department was the rst executive work that women did on city newspapers. oday it is the most familiar route to other newspaper posions and has been traveled by many star women reporters nd special writers.

Opportunities.—All newspapers except those in New ork City employ women as society editors. Besides newsapers, many magazines have society editors who often comine society reporting with other duties on the publication. etting pictures, rather than actual reporting of social events, s the major part of the duties of a society editor on a agazine whose news is largely pictorial.

There are also "free-lance" society reporters, that is, omen who sell their news to various publications. Large ities and fashionable resorts, with leading hotels as the ource of news, offer opportunity for free-lance reporting.

The principal cities in which society writers syndicate social news, or sell it to a number of newspapers as described above, are Washington and New York. This material is sent to near-by cities in letter form and is telegraphed to newspapers at a distance.

Society writing in New York City is a man's job. Men society reporters often write under feminine pseudonyms, and a few write for more than one paper. Some are the highest paid of all special writers. New York City society covers a large field and has many diversified interests, and the social news-getter must have a news sense equal to that of the best men on the city reportorial staff. Big stories in the social world are constantly "breaking"; cables from Europe bring stories which must be rewritten and pieced with additional information. Consequently the New York society reporter must have at his finger tips not only the names and histories of all the big families of that city, but of the whole country as well.

There is no better apprenticeship for the woman newspaper worker, than society writing on a daily in one of the smaller cities, where she can obtain a diversity of work. Editing copy and planning for pictures and special features constitute good training for Sunday editorship or for magazine editorship. Society reporting teaches accuracy and cultivates a news sense and descriptive powers.

How to Get a Start.—Many society editors have begun as correspondents covering the news of a suburb in which they lived or of a summer resort. The college girl interested in this career should be on the watch for an opportunity to write the college social news for a newspaper. Some girls have partly earned their way through college by work of this kind.

Correspondents are paid by what is known as "space rates," that is, so much per column of about 1,500 words. Some newspapers keep their own accounts with correspon-

ents; others require them to turn in their "string," or ribbon f printed stories pasted end to end, which the papers meas- re to compute the amount due the correspondent. There is sually a fixed rate for pictures secured by the correspondent.

If the correspondent is alert and shows ability to write, he has opportunity to obtain a position on the regular staff hen a vacancy occurs. If there is no opportunity for orrespondence, a girl may easily put herself in line for a osition by submitting news she has gathered. No matter ow many names a society editor might have on her list of pplicants, she would give preference to the girl or woman ho brought in, on her own initiative, stories the editor ould use. The young newspaper worker's salary at the be- inning would vary from $12.50 to $15 a week in a city of verage size.

There are many advantages in being "on the ground," o matter in what capacity, and if a position in the editorial epartment of the paper does not open up at once, a girl hould apply for a position in some other department. If e is taken on, she should have a definite understanding with er chief, and with the city editor under whom she hopes work, that she is next in line for a desirable vacancy. ime spent in other departments would be by no means asted, for she could become familiar with the office per- onnel and acquire knowledge of the general conduct of a g publication and the relationship of its various depart- ents. There have been many instances of people going to the editorial department of the paper from any of the ositions described below.

The beginner might act as copyholder in the composing om, where all the "copy," or the "stories" and articles ritten by members of the editorial staff, as well as all the lvertisements, is "set up" on the linotype machines and oved in galleys. For such a position she should apply to e foreman of the composing room. The work involves

holding the original copy turned in by the reporter, editor, or advertising writer, and following it closely while the proofreader reads from the galley proofs. The copyholder must therefore have a quick eye and ear to catch mistakes, which the proofreader corrects on the proofs. The work requires no previous experience; she may work full time or part time, and the job pays, on an average, $20 a week, which is often more than the "cub" or beginning reporter gets.

Nearly all newspapers have information desks in connection with their editorial, advertising, and circulation departments. In editorial departments, the information girl is really an outer watch, a buffer between the public and the busy members of the staff. This is true also to some extent of information clerks in other departments. Some newspaper information desks have developed into general information bureaus to which the public comes for information, not only about the newspaper, but about the city as well. The girl at the desk, therefore, must be quick, alert, and well informed. It is an advantage to her to be able to use a typewriter, as she is thus equipped to do any task in writing that may be given her—copying, doing easy "rewrites" (rewriting a news story), etc. Knowledge of shorthand would be an asset in applying for the work, for she might act as secretary to an editor along with her other duties. Her salary would be from $10 to $18 a week, according to the size of the newspaper.

Every large newspaper has a "library," often called the "morgue," where clippings of articles, pictures, and cuts (metal plates of a picture for printing) are filed. The beginner might act as assistant to the head librarian and clip newspapers and file material according to whatever system was used. At the start this would pay from $10 to $15 a week.

Preparation.—Society writing demands good reporting ability, some knowledge of editing, and, most important of all, qualities for *news-getting*. The society writer, therefore,

vould find courses in reporting and editing in any school or ourse in journalism most helpful. She should follow the ociety chronicles in other cities to familiarize herself with he leading members of society and with the smartest social vents.[1]

Qualifications.—Above all, the girl or woman taking up ociety writing should like people. She should have more han a casual interest in their affairs, their entertainments, heir guests. It should not be a morbid or prying curiosity, ut a lively, wholesome interest which she is frank in isplaying and willing to capitalize.

Phases of the Society Department.—One society edi-or, writing about her page, called it "the sun dial" because registered only the bright hours in peoples' lives.[2] It is leasant to think of the society page in this light, but it has ther phases. Its snobbish phase cannot be denied. It is utocratic in its social demarcations, arbitrarily based on ealth, family prestige, and occasionally on intellectual ttainments. "Lead" or beginning stories must be reserved or the socially elect, who are limited to less than the far-amed "four hundred" in any community. It has, too, a ecided commercial aspect. "Position" on the society page

[1] In New York City the chief social events are the Junior Assem-y dances for the débutantes of the current and preceding seasons; e annual Junior League entertainment; the first night of the era season; the Charity Ball, inaugurated in 1856; the annual eaux Arts and Tuxedo Balls. In Boston they are the two Boston ssembly dances and the Somerset Club dance; in Philadelphia, the o Assembly Balls and the Benedicts' Ball. Probably the smartest d most exclusive of all are the St. Cecilia balls, given by the St. ecilia society of Charleston, South Carolina, membership in which largely hereditary. In *The Social Ladder* by Mrs. John King Van ensselaer appears a chronicle of New York society from its early ys of Nieuw Amsterdam down to the present, along with origins many society expressions and traditions.

[2] *City Editor and Reporter*, October, 1923. For a whimsical ac-unt of a society editor, read William Allen White's *In Our Town*, om which the quotation at the head of the chapter was taken.

is in demand by advertisers, who know that most women turn to it as soon as they open the newspaper, so that advertising matter next to society news is sure to catch their eye. The frequent encroachment of advertising on her page is one of the trials of the society editor, for it is often necessary to trim copy to make a place for it.

Office Organization.—An ideal organization on a smaller paper includes (1) society editor, (2) one or more society scouts, and (3) correspondents for suburbs, resorts, college news, etc. The title "editor" is often a misnomer on many papers, for the society editor is part of the news-gathering force, and as such is responsible to the city editor and not to the managing editor. On a few papers, she may be a real editor with full responsibilities for her copy. On most papers, however, she may edit the copy of her department and write the heads for it, but the "copy desk," or desk where all copy is edited, has final perusal of it before it is sent to the composing room, with the exception perhaps of the Sunday copy which the Sunday editor edits. However, the society editor is responsible for "scoops" or exclusive stories, and must furnish ideas for her page and generally initiate the work of the department.

If the news scout has access to the best homes of the city as a guest, not as a reporter, so much the better, provided she is willing to capitalize her acquaintance. The best attitude for her to take is the frank, businesslike one that her work is to sell the most exclusive news to the readers of her paper, just as the work of the husbands of women with whom she mingles is to sell their merchandise or professional skill.

The correspondent, no matter from where she is writing, should always be on the watch for the "big" story, whether news or society, she can send in to the paper. She must get her copy into the newspaper office promptly, and must furnish exclusive news, that is, she must not correspond for

ore than one newspaper in any one city, unless she makes ecial arrangements with the society editor. During certain asons society news in some large cities is almost entirely rrespondence from the large and fashionable resorts.

System of Work.—The society editor's first duty of the ay is to read her own and rival papers, and to clip and paste her assignment or record book all items announcing events d all data about the social plans of the people in her city hose affairs she chronicles. Next she telephones the peo-e who can tell her about the events scheduled for the day. hen the scheduled events are covered and she has exhausted e knowledge of the hostesses, she calls potential sources of ws.

She keeps a record or schedule of the stories that are appear in the day's paper, and from this she "makes up" r column in the composing room. This work consists iefly of directing the printer as to the arrangement of the ws and seeing that the "must" stories, or those that take ecedence over others because they are exclusive or other-se important, get into the paper. Making up the Sunday ction, which on some newspapers consists of several pages, more difficult. For this work the editor must not only ep a schedule of stories, but she must prepare a chart show-g the arrangement of illustrations and reading matter and licating the pages on which certain pictures are to run.

In her work for the daily and Sunday paper, the society itor should keep in mind at all times the "deadline," or t minute that copy can be received at the copy desk or sent the composing room. It varies on every newspaper, de-nding upon the exigencies of composing room organization d upon mail trains that editions must catch. Some after-on papers require copy the night before; some as early 10 A.M.; some in smaller cities have a deadline as late noon or even 1 P.M. If a very exclusive piece of news received after the deadline, it can sometimes be put in the

lead, made brief, or be made the occasion of a "make-over," that is, a rearrangement of news matter.

Need of Efficiency.—In almost no other department of the paper is there greater need for efficiency and system, yet many society departments on large newspapers are conducted in a most haphazard, casual manner. A good assignment book is a prime requisite, and this should be kept with scrupulous care, with full data about events to be covered pasted under the proper dates, instead of bare notations. If there is no file of the important information to which the society workers have occasion to refer from time to time, the society editor should by all means keep one. The nature of the material to be filed so as to be accessible for quick reference will vary with every society office. The following suggest some of the data that will be useful in nearly every office:

Names of débutantes.

Schools and colleges, with information as to dates of opening, vacation periods, commencements and any special events like the Daisy Chain ceremony at Vassar College.

Information about honorary societies and scholastic prizes awarded annually, as well as names of young people in the city attending these schools and colleges.

Summer and winter resorts, with dates of departure and return of travelers who visit them annually.

Names and descriptions of winter and summer homes of prominent people.

Names of society devotees of sports.

Society hobbies.

Members of prominent social organizations like the Junior League, etc.

As this information is printed in her own or rival newspapers, the society editor should clip and file it just as the librarian does similar stories for the general newspaper library. This file will be useful also to the reporters in the city room, who may have to write obituaries of prominent society people on short notice or refer to them in local city stories.

The society editor should keep her "book of futures" as siduously as the city editor keeps his. This is a record of ture dates and of stories holding the possibility of a "fol-w-up" or later story. Some society editors keep two books futures. In one they paste the many personal items that ggest future stories. For instance, if Mrs. John Smith s gone to Miami for a month, the item is pasted under the te when she is expected home, and on that date the society itor calls and obtains the news that either she is home is coming home soon. In the other book of futures are cords of engagements and weddings, filed alphabetically as ell as according to dates. Even after this book has served current usefulness, it is valuable for reference purposes, hen bridesmaids marry, for instance.

Office efficiency requires classification of lists of names so at the department could be run without the chief if neces-ry. Every city is divided socially into groups or sets, and at least two persons in every group are called at weekly ervals, the society editor is quite sure of covering the y. Finally, a complete list of the stereotyped questions at have to be asked to cover every type of function should set up in the composing room. There should be several pies of this, and if one is given the beginner in the depart-ent, it will save much tedious instructing on the part of e society editor.

Need of Accuracy.—System in the society department ll enable the society workers to get not only more com-te news, but more *accurate* news. The society column is e public highway of the newspaper. It traffics in names, family connections, and to some extent in personalities. is an asset to the paper only if these names are correct; erwise it is a liability.

Too much emphasis cannot be placed upon the necessity frequently consulting telephone book or directory to verify nes, addresses, or initials. Where additional facts are

needed, such as reference to relatives, club affiliations, etc., society editors may consult besides the *Blue Book,* the *Social Register,* an anonymous compilation of the mythical "four hundred" of the city. In such cities as New York, Boston, and Philadelphia, they may have to refer to Burke's *Peerage,* a reference book of British nobility, and the *Almanach de Gotha,* which contains names and titles of European nobility. Society editors in Washington, D.C., find indispensable the *Diplomatic List,* a reference tabulation of all Washington diplomats, now issued only when there is an accumulation of necessary revisions.

Writing in *The Trib,* house organ of the *Chicago Tribune,* Miss India Moffett, society editor, says:[3]

> Accuracy is the foundation of the society editor's creed and that point cannot be stressed too much. Without accuracy you might as well give up before you start, for you cannot be a successful society editor if you are not accurate. If you are not careful of small details, such as names and dates, and do not use every possible way of verifying news, you will not have the confidence of your managing editor or of the people upon whom you depend for your news. So let me say again, the success of a society column depends to a great extent upon accuracy and reliability.

It is now the rule in every well-regulated society department that all engagements and wedding announcements, except those positively known to the society editor, must be verified. In some offices announcements of engagements will not be taken by telephone, but must be in writing, signed by the parent or guardian with address and telephone number. This is required also of wedding notices. When a wedding notice is received, the society editor makes sure it is not a practical joke, or a bit of spite work, by calling either of the persons concerned. Many newspapers make the rule that all news sent in by letter must be verified. In the case

[3] November, 1923.

of names spelled in a peculiar or unusual manner, the society editor whose copy goes through the hands of a copyreader on the city desk, indicates to him by underscoring the word, that she has verified this spelling.

News Sources.—News may be telephoned in, or sent in by mail or by wire by people who desire certain items published. It may also be copied from out-of-town papers. The society editor should scrutinize these papers, or "exchanges" as they are commonly called, at regular intervals, as part of the routine of her work. She should watch especially the newspapers in cities to which prominent residents of her city have moved or in which visitors to her city live.

News sources covered directly by the society editor may be classed as follows: (1) regular, which would include society women, débutantes, social leaders, both men and women, country clubs, etc.; and (2) casual or unexpected. It must be remembered that every one is a potential source of news. The baggageman who calls for a trunk may drop a word about calling for one at the home of Mrs. Robert Blank, and the society writer has a clue to a departure. The débutante buying lingerie at a specialty shop arouses the suspicions of the alert society sleuth, who, by a little detective work, learns she is engaged, and so secures promise of exclusive announcement of her engagement. The society editor keeps her eyes and ears open at all times and in all places, for hers is a highly competitive field. Listed among the usual sources of news should be women in civic and welfare work, who expect much free publicity for their "causes" and who in return should be willing to give personal news. Society editors can "educate" them to reciprocate if they are not so inclined.

In addition, various "underground" sources should be included, such as stationers, milliners, florists, hairdressers, caterers, tea-room proprietors, and even buyers in department stores. Ministers frequently can give news of secret or hasty

weddings, while the society editor of course watches the published lists of marriage licenses issued.

Getting the News.—Fully fifty per cent or more of the news has to be solicited by the society editor. As it is obtained over the telephone, it is important that the society reporter cultivate a "telephone personality," with a pleasing voice, and also observe the rules of courtesy as closely as the girl at the switchboard does. Says a society editor:

> I have cultivated or rather developed three telephone voices. I have the ingratiating, slightly wheedling accents needed to "pry" news out of indifferent or haughty society people who often pose as being bored by my questions. Then I have the brisk, efficient voice I need when going after some definite piece of news like a wedding or account of a charity affair that my informant wants to get into the paper correctly. Finally I have the "service" voice, which is a blend of politeness and friendliness, that I employ when people call me and want notices, personals, and news about themselves inserted. It is not always easy to maintain this voice especially when these items come in at the rush hour, but one never knows when one might want a favor of the person at the other end of the line. Besides, my paper demands such politeness as a principle of its organization.

News must be solicited by questioning, by actual ferreting out, by what is known as the "indirect method." This is because few persons recognize news—in other words, what is an everyday happening to them is an "item" to the society editor. In a large city a society editor would not call a social leader and ask her what she knew, unless intimately acquainted with her. She could not get past the woman's secretary or servants with a question so indefinite as that. It is easier for the society editor of the smaller city, because there the social leaders are more accessible, and they expect the society editor to call them and ask for news. They may answer "no" at first, but the experienced society editor gives the woman she is calling a chance to concentrate. By adroit questioning, by leading the subject from one thing to another,

ıe can inject a social note into the conversation and avoid ıe appearance of a business solicitation. The following ctual incident which occurred on a large metropolitan news-aper illustrates the methods of a veteran society editor.

The novice on a rival paper called a well-known social ader and received the usual "no" when she asked for news. he experienced news-getter asked the same question, but did ot hang up when told "no." She began talking about the y and crowded past week and remarked that she supposed any women would be taking shopping trips to New York on. That lead failing, she asked if she had heard from her arried daughter in the East.

"I'm going to visit her next month," was the response; then adually came information about the approaching marriage a friend of this daughter, who had visited in the city sev-al times in the past, and was, therefore, well known in that mmunity. Her fiancé was in the diplomatic service; they d met while abroad.

The final cast had thus resulted in a "strike." The opposi-n society angler had fished in the same waters, but in vain, cause of lack of experience, persistence, and finesse.

When calling a source of news for specific information, e society editor should not let her informant escape from r telephonic grasp without securing all information pos-ssed. Her most oft-repeated question should be, "Do you ow anything else, Mrs. Blank?" It is equivalent to the desman's "Anything else, madam?" If there is momentary sitation, she asks more specific questions, such as, "Are ı planning a trip or expecting visitors?"

The beginner will find that her chief difficulty in getting ws is to get complete information, all names and initials, rect spelling of names and places, as well as all essential ws facts. The advantage of having a list of questions to asked when specific information is wanted can be seen; reporter simply checks off each question as she asks it.

Ability to elicit complete information will come with experience in writing. The reporter will soon find herself visualizing a story in print as she hears her facts, and then more or less unconsciously will ask the questions that bring them out. It is always advisable to call her informant again if she needs to know additional facts, for, after all, the latter is the one most affected by an inaccurate social item.

Variety of Society Stories.—Every city expresses its social life by its own peculiar social affairs, according to climate, geographical situation, and tradition. In every city, however, there are a number of typical social functions such as the following: weddings; afternoon teas; large semi-public receptions; débutante receptions; afternoon bridge parties; dinners; luncheons; dances, both private and semi-public like fraternity or club dances; cotillions; costume balls; benefit entertainments; wedding anniversary affairs; bridal showers; and bridal dinners. "Personals" or announcements of arrival or departure of one or more persons, wedding and engagement notices, and announcements of births of babies of socially prominent young couples are to be found in society columns of every newspaper. The technic required for writing all of these events and items will not be considered here. With few exceptions it is very simple and will present no difficulties to an intelligent person. The beginner can learn best by clipping types of every story from a well written society column, and using them as models until she has mastered the art of news-getting, when she may then experiment with news-writing. In the following pages only phases of society writing which present special problems to the beginner will be considered.

"News" Society Stories.—Many purely social incidents find their way into the news columns instead of the society columns, because of some unusual feature or happening. The society editor should be on the lookout for social affairs which can be made into city rather than social news, because

such stories are often read more widely, and because it gives her opportunity to vary her style of writing. If she desires to become a member of the city staff, such stories will bring her to the attention of the city editor quicker than anything else. Following is an example of such a story:

TREASURE HUNT STIRS FIFTH AVENUE

Traffic policemen were well-nigh speechless and Fifth Avenue shoppers were amazed yesterday when about 300 young society people raced over a course from the Plaza to the Roosevelt, solving seven clues on the way in New York's first treasure hunt. The novelty was designed to aid Hope Farm for children and was such a success that it will be repeated over new hunting ground tomorrow night.

When London embarked on the hunts with the Prince of Wales, Gladys Cooper and others of "the Bright Young People" leading the efforts to solve the hiding place of prizes, lots of things happened. Speed laws were broken, bobbies felt certain England was going Bolshy or worse, and any number of staid old gentlemen wrote to *The Times* about it. There were dark reports that holes dug in Green Park were the work of treasure hunters and that houses partly taken apart could be traced to the same enthusiasts.

Yesterday in New York, however, it was handled better. The only casualties reported were two warnings from puzzled traffic policemen, a broken windshield, a flat tire and a shattered window. But the competition was terrific—ask anyone who saw the dashing about of flustered young women and fevered young men, each grasping a blue card and terribly in earnest.

The hunt started with a luncheon at the Plaza, and at 2 o'clock the first "clue" was flashed on a screen at the end of the grill room. It read:

"Treasure hunters who seek elation will find it near the railway station."

That was all. A buzz of wonder ran through the room. Which station? That was the question.

> Suddenly several of the hunters made for the door. Well, reasoned those who were still pondering, if they seem to know where to go, why not follow them? So there was a general scramble for limousines, touring cars and humble taxicabs. Out of the doors piled the excited hunters. The stunned doormen and starters were swept aside. The hunt was on. . . .
>
> *New York Times*

Engagement Stories.—These may be of two kinds: the conventional announcement written for the society column and the announcement which is elaborated into a news story. The former is usually brief, and may be made more interesting if any outstanding facts about the prospective bride and bridegroom are added:

> Mr. and Mrs. E. S. Betram announce the engagement of their daughter, Caroline, to Capt. Vernon Y. Titus, son of Mr. and Mrs. R. E. Titus, of Jamestown, N. D. Miss Betram is a graduate of Cornell University with a degree of bachelor of science and was active in war work with the Y. W. C. A.
>
> Captain Titus is also a graduate of Cornell University, and was about to take his degree when war was declared. He volunteered, was commissioned a captain of infantry and held important posts during the war. After his discharge he returned to college to take his degree and was appointed field expert of the Agricultural Service Bureau.
>
> The wedding will be an event of June.

Any of the following facts make engagement stories of news interest:

Those between persons of different social stations

Those in which there is wide discrepancy in ages, or in which the couple are old or unusually young

Those which follow an unusual courtship or first meeting

Those between persons prominent in the social, business or professional life of the city or whose parents or relatives are well known.

Fully half of the newspaper stories based on the above circumstances are unauthorized, but if the rumor is well substantiated and the story is printed as a rumor or more or less authenticated report, the newspaper runs no risk of subsequent complications.

The Wedding Story.—Generally speaking, there are three kinds of wedding stories: (1) the conventional story which appears in the society column; (2) the news story; (3) the story of the wedding, which may be conventional in circumstances but because of the prominence of the persons becomes news.

Fully ninety per cent of the wedding stories belong to the first class. Unlike a news story, the wedding story is told in more or less chronological order. Following are the points to be covered and the general order in which they are given in an account of a wedding which takes place in a home:

Names of participants
Parents of both
Place
Time
Officiating clergyman
Name of room in which the ceremony is to take place
Approximate number of guests
Decorations room by room
Kind of music
Program of music
Names of ushers
How bride is given away and by whom
Order of bridal procession
Names of all attendants, including maid or matron of honor
Bridesmaids
Flower girls
Ring bearer
Page
Description of attendants' gowns
Flowers
Reception

Members of receiving line and gowns of women
Names of those assisting through the rooms
Description of wedding supper or breakfast
Wedding trip
Description of going-away gown and hat
At home date and at home address
Names of out-of-town guests.

For a church wedding account, the writer obtains name of organist, church, pew and altar decorations, and place and address for reception if one follows the church ceremony.

To avoid monotony, and perhaps to give the headline writer opportunity to write an arresting head, the society editor should strive for a news angle that will not, of course, be sensational as in the news wedding story, but will impart some novelty to the account. This may have to be ferreted out, but skillful questioning often reveals any of the following circumstances:

Date is anniversary of some kind
Wedding is complete surprise
Bride is wearing heirloom, mother's wedding dress or veil, etc.
Wedding is culmination of childhood, school, or war romance
Bride is first débutante of season to marry
Wedding is first large post-Lenten event or has some similar news significance.

If the wedding has been "staged" in an unusually picturesque or attractive way, the decorations and settings may be featured. Most brides like to have the decorative side of their wedding emphasized:

> Candlelight and twilight blended into a soft illumination at the hour of the marriage of Miss Helen Hartley, daughter of the late Mr. and Mrs. Austin Hartley of Clifton avenue, and Frank L. Keith of Chicago, son of Mr. and Mrs. Horace A. Keith of Brockton, Mass., and Boston, at 4:30 o'clock yesterday afternoon at St. Andrews Church. The spirit of the holiday season still lingered and found expression

in a color motif of green and white carried out with evergreens, white cathedral candles and southern smilax. Placed about the church and under the windows were tall balsam trees, rising from banks of greenery to catch the mellow light which burned in tall standards, wound with smilax.

Minneapolis Journal

When the writer is describing several weddings in her day's account, as she will do in June, she should strive for variety in her accounts, and one way to secure this is to have each lead different. She should never begin with the time, as, "Yesterday at high noon, etc." Suggestions for leads are:

Reference to guests
Name of minister, bishop or priest
Name of person who gave bride in marriage
Names of prominent attendants
Place

In the news wedding story, the writer bases her facts, not upon a rumor as in an engagement story, but upon the actual fact of the wedding, the first clue to which is often found in the record of marriage licenses, though it may be obtained in many other ways. A marriage preceded by an engagement in which any of the first three circumstances mentioned in connection with the engagement story play a part; a wedding story in which some unexpected incident arises, such as the bride's failure to appear at the church altar; an elopement or a "freak wedding" like an airplane wedding, are usually treated as news. The unusual feature is played up in the lead, and such conventional facts as account of the bride's dress, decorations, etc., are "buried" or may be omitted entirely.

Finally we come to the third type of wedding story, which is conventional in circumstances but attains to the dignity of a place in the news columns, not infrequently on the front

page. It usually achieves this distinction because the bride and bridegroom are well known, or their parents or relatives are prominent. The writer may play up important news facts first, as in the typical news story, or the wedding ceremony, as in the conventional story. The writer chose the second method in the following account of an international wedding:

CORNELIA VANDERBILT WED TO J. F. A. CECIL

ASHEVILLE, N. C., April 29.—The wedding of Miss Cornelia Vanderbilt and the Hon. John Francis Amherst Cecil took place at noon today in the picturesque All Souls' Church in Biltmore village.

Miss Vanderbilt is the daughter of the late George W. Vanderbilt and Mrs. Vanderbilt of New York, Washington and Biltmore, and the bridegroom is the son of Lord William Cecil and Baroness Amherst of Hadney.

The Rev. A. G. Branwell, rector of All Souls', which was built by the bride's father several years ago, performed the ceremony. He was assisted by the Rev. Dr. George Granville Merrill of Stockbridge, an uncle of the bride, and the Right Rev. Junius M. Horner, Episcopal Bishop of Western North Carolina, who pronounced the benediction.

The quaint little church, which is modeled after an English country church, was decorated with lilies, dogwood and other spring blossoms.

Just as the bell chimed twelve, Mr. Ernest Schelling of New York struck the first notes of the "Lohengrin" wedding march and the bridal party started up the aisle, headed by the maid of honor, Miss Rachel Strong of Cleveland, and two little flower girls, Helen Raoul and Peggy Morgan.

Next came the bride, wearing an extremely simple white satin frock with long tight sleeves over which hung a long tulle veil, and carrying a bouquet of orchids and lilies of the valley.

The bridesmaids followed. They were Miss Margaret Cecil, cousin of the bridegroom, Miss Muriel

Vanderbilt and Miss Augusta McCagg, cousins of the bride, and Miss Helen Moran of New York, Miss Caroline Story of Washington, Miss Louise Ross Todd of Louisville, Miss Rebecca Smith of Boston and Miss Aylene Reynolds of Biltmore.

They were all dressed in soft-green flowered Japanese silk, with white bodices and small white cloches of horsehair and carried shower bouquets of spring flowers from the Biltmore estate.

The best man was Mr. Hugh Tennant of the British Embassy, nephew of Mrs. Margaret Asquith, and the ushers were Captain F. Tottenham, R.N., Leander McCormick Goodhart, all of the British Embassy; Somerville Tuck of the State Department, Washington; John Francis Brown of Providence, R. I., a cousin of the bride; Robert Cecil, a cousin of the bridegroom; and Benjamin Bernard of Winston-Salem, N. C.

The guests included many relatives of the bride, among them Mr. and Mrs. Frederick Vanderbilt, Mrs. Cornelius Vanderbilt, and the Countess Szechenyi, formerly Gladys Vanderbilt, whose husband, Count Laszlo Szechenyi, is the Hungarian minister.

Relatives of the bridegroom who were present were his father, Lord William Cecil; his cousin, Mr. Robert Cecil; and the Hon. Florence Amherst.

There were many other guests from New York and from Washington, D. C.

During the ceremony a full vested choir sang "Oh Perfect Love." Afterwards there was a large reception at Biltmore House which looks out over Biltmore estate and the Blue Ridge Mountains.

The Hon. John Francis Amherst Cecil and his bride will sail in a few days for Europe where they will pass their honeymoon, returning to Biltmore late in the summer.

The bride's father came to North Carolina originally because of ill health. During his stay he became so attached to the place that he purchased a tract of land comprising 150,000 acres of land, in the center

of which he built Biltmore House, universally known as one of the finest country homes in America. It is a facsimile of a famous old French château, and overlooks Pisgah forest and several of the highest ranges of the Blue Ridge mountains.

He established a fine dairy and went in extensively for stock raising of all kinds. He and Mrs. Vanderbilt also revived the homespun industries which are now known all over the country.

Rumors which have been current ever since George Vanderbilt's death, to the effect that his daughter, Cornelia, must make her residence at Biltmore in order to inherit her share of the vast estate, are unfounded. The major part of the estate which was left to the bride will come into her possession on her twenty-fifth birthday, August 22, 1925.

New York Evening Post

Not infrequently weddings in which local people are interested take place out of town. It may be that the bridegroom is a local man; possibly the bride has chosen to be married away from her home city; often it is the wedding of a person known in the city. The old method of covering these weddings was to send to the principals printed blanks with questions to be filled out, the blanks to be mailed back to the society editor in time for the first edition after the wedding. This method did not prove successful, because in many instances, people in the excitement of a wedding forgot to fill out the blanks or mailed them too late. Today the society editor arranges with some responsible newspaper man or woman in the town in which the wedding takes place, to wire an account of the wedding. She specifies the number of words wanted (depending upon how much her paper allows her for such news), and also whether the story is to be sent by night or day press rates. The former, of course, is cheaper. The alert society editor usually has one person in every city of consequence upon whom she can depend for stories, not only of weddings but of other social events.

Newspapers in large eastern cities may actually send their ociety editors to cover important out-of-town weddings. Probably the first woman reporter sent by a newspaper to cover out of town events was Margaret Wade, who covered such international weddings as the De Castellane-Gould wedding, receptions to royalty, etc., for the *Washington Post* and the *New York Times*.

Account of Ball.—This like other social stories may be reated from two aspects, social and news. When the former s emphasized, the writer has opportunity for colorful lescription:

"U" JUNIOR BALL BRILLIANT EVENT

Smilax, palms and flowers and the gaily colored chiffon gowns of the girls gave a spring-like atmosphere to the assembly room of the Radisson hotel Friday night, for the premier event of the university season, the annual Junior ball of the University of Minnesota. Two large spotlights with many colored disc wheels played over the dancing floor and threw into high relief the mass of flowers which formed the center of the decorative scheme. Pennants of the conference universities and colleges, which during the fall flew from the turrets of Memorial stadium, blended with the brilliant colored gowns of the guests to lend a carnival note to the affair. Caricatures of the various committeemen around the room made a novel feature.

Patrons and patronesses for the ball included Governor and Mrs. Theodore Christianson, Mayor and Mrs. George E. Leach of Minneapolis and Mayor and Mrs. Arthur Nelson of St. Paul, President and Mrs. Lotus Delta Coffman, Mr. and Mrs. Fred B. Snyder, Mr. and Mrs. William H. Spaulding, Mr. and Mrs. Lyle Staples, and Mr. and Mrs. Carl Lidburg, parents of the leaders of the ball.

Mr. and Mrs. Carlyle Scott, Dean and Mrs. Ora Leland and Mr. and Mrs. Fred Leuhring chaperoned the young people.

Leading the grand march with Carl Lidburg, president of the association, was Miss Mary Staples. Her gown was of rose pink chiffon, made with a frill of tiny ruffles of chiffon and blond lace at the bottom of the skirt. In her hair she wore a band of gold set with rose pink stones.

Second in line were Miss Lulu Hanson and her partner, Stewart Pinkerton. . . .

Minneapolis Journal

An event like the Charity Ball of New York City has a news significance far outweighing its social significance and this is true of certain social events in many other cities:

THOUSANDS ATTEND THE CHARITY BALL

With much the same formality that has marked it since it was established in 1856, the annual Charity Ball in aid of the New York Nursery and Child's Hospital, attracted last night to the grand ball room suite of the Waldorf-Astoria 3,500 persons. This event after its nearly three score and ten years, continues to hold the attention of society. The net proceeds will be $15,000.

The management has clung to the formal grand march which has preceded general dancing, and last night this was the feature. The participants gathered in the myrtle room, passing through Astor gallery and thence to the hotel foyer, finally taking their places on the raised dais, at the south end of the grand ball room. There, after a brief moment, general dancing began and lasted until the small hours of the morning. Above the dais was the motto in blazing electric letters, "Charity," and while palms or plants in bloom were placed in the corridors leading to the ball room, there was no further attempt at decoration.

There was no formal arrangement for supper, individual parties being made up at will. They were served in the main restaurant of the hotel. There was considerable brightness in the general appearance, with débutantes of this season and former years, while the uniforms of leading officers of the army

and navy, added much to the picture. Visiting foreigners also were in evidence, Prince Viggo of Denmark, the more recent of titled arrivals in New York, joining Mr. and Mrs. Frederic Ashton de Peyster in their box. Others among their guests were Prince and Princess Christian of Hesse.

To Major Gen. Henry T. Allen, U. S. A., fell the honor of escorting, at the head of the line of the grand march, Mrs. Henry Fairchild Osborn, who has acted as head of the Ball committee. Next in line came Mrs. Frank Spencer Witherbee, Treasurer of the ball, whose escort was George R. Lunn, Lieutenant Governor of the State of New York.

Others in the line of march. . . .

New York Times

Describing Gowns.—The society scribe should avoid the ereotyped way of beginning a description of a gown, "She ore a ———." She should vary the grammatical form f the first sentence, especially if she has several gowns to escribe as in the account of a wedding:

Fashioned of shimmering white satin, the bridal gown was nusually exquisite.

The smart new spring color—hydrangea pink—was seen in e frock worn by the matron of honor, etc.

In piquant little frocks of lace over orchid chiffon, with ort puffed sleeves, demure poke bonnets and Colonial bouquets ed to their arms, the little flower girls, Sally and Betty Hall, ere charming pictures.

Descriptions of gowns for large formal affairs like balls nd cotillions may sometimes be obtained long enough in adance to enable the society editor to write a general lead, ummarizing the predominant modes and making each sepate description distinctive. She may vary these descriptions beginning with name of wearer, name of model of gown, aterial, flowers, ornament, etc. At some big functions like pening night at Grand Opera in big cities, it is often imposble to get descriptions in advance and the society editor

who "mans" the job of getting accounts of the gowns must be a real executive. She must write a running story for a lead, get the names of the occupants of all the boxes and the gowns of well-known society women present. On a Chicago morning paper, she has the assistance of six other women, two typists, and at least two messenger boys, and works steadily five hours.

The Sunday Section.—The society editor has two major concerns in planning the Sunday section: (1) pictures, (2) future news. For the former she can use pictures of persons in the public eye as brides, visitors, departing school and college girls, débutantes, or even benefit performers. Or she may adorn her pages with photographs to illustrate feature material that has no current news value, and let a society sport, or dominant interest of the moment justify the pictures, such as society folk golfing, sailing, skating, horseback riding, or airplaning. Such pictures must be arranged for two or three weeks ahead of the time they are to appear, to allow time to have the photographs taken and an artist arrange them in a "layout," the artistic arrangement of more than one illustration which may be seen on the first page of any society section. In getting pictures, emphasis is always placed upon the decorative, for it is not enough, alas, for the maid or matron to be of the *crême de la crême* socially; to be spread across the pages of the Sunday society section, she must be good to look upon as well.

In obtaining future news, the society editor aims to have as many coming events unrolled on the first page as possible. The ideal Sunday section should be a forecast, never a retrospect.

Planning for leads, or first stories for the Sunday pages is often the hardest part of preparing the news. Only when there is a great deal of news is it a process of selection. The make-up of the first page frequently demands three or four lead stories, stories that are important enough to carry a

news head, while succeeding pages must have at least one ead if not two.

The actual news itself may be prefaced by a graceful, ıdroit summarizing or generalization. Some leads always start with a brief introduction of this nature. The summarizing lead may, however, be reserved for special seasons, when the writer desires to strike the keynote of the entertainment season. For example:

> The week before Christmas will sparkle with entertainments and there will be a large gathering of young people from the schools and colleges at various dances, including the débutante affairs. The holidays mark the height of the débutante gayeties, which are to continue this season, into January.

Just a general summing up of the season may provide the ead under which specific events may be announced:

> A crowded post-Lenten season is keeping society actively engaged and the second week after Easter promises to be even more brilliant than the first. Owing to the particularly early date of Easter, the so-called "little season" will be longer than in previous years.

In planning, not only for her lead stories, but for her uture news as well, the society editor will rely upon her book f futures. Only by using her imagination and *anticipating* eople's trips, their guests, their entertainments, their new omes, can she secure the exclusive news which should make p her Sunday pages. *Anticipation* should be the second ame of the society editor. Any of the following suggest ıbjects for Sunday lead stories:

1. Advent of festive season, Christmas, Easter, etc.
2. Certain recurrent events peculiar to the social life of large cities; in New Orleans it would be the Mardi Gras; in Omaha, the Ak-Sar-ben; in Portland, Ore., the rose festival; in St. Louis, the Fall Festival of the Veiled Prophet, etc.

3. Events not so outstanding which come annually or semi-annually, such as débutante teas, football games, commencements.
4. Special events like notable weddings, engagements, etc.

Intimate Society "Chatter".—Some newspapers use a gossipy column, bordering on scandal, reeking with "there are rumors of" and *"on dit."* Such columns often appear in New York papers and in papers in other large cities, where there are many wealthy, leisured people and the society scout finds plenty of material. Or the column may be written by a person not connected with the paper, who is willing to capitalize his or her knowledge of the four hundred. Such writing is bound to make enemies for the paper and make it difficult for the regular editors to get society news, but it is argued by those who favor it, that it "pulls" enough readers to compensate for any antagonism it may arouse.

Intimate gossipy stuff, however, may be dignified because it deals only with pleasant subjects or relates interesting and worth-while reminiscences. Examples are the well-known Sunday leads of "Madame X" of the *Chicago Tribune,* and the column by Peggy Shippen in the *Philadelphia Public Ledger,* as well as the daily column, "Just Gossip about People" written by Nancy Wynne, of which the following is typical:

> Roberta Dearden, who is the Edwin C. Dearden's daughter, is one of the prettiest girls I have seen for a long time, and I will venture to say will be one of the most popular and fêted buds of the coming winter. She has only recently returned home from Versailles, where she has been attending school.
>
> She is rather tall and very fair, with the prettiest light hair which has a lovely wave and a shingle. She no doubt had it done in Paris, where, after all, they have a knack and a way of their own about doing the hair.
>
> Anyway Roberta is lovely. She has charming manners and a way of speaking, too. The other day

she was wearing a stunning white, two-faced satin frock, made with elbow length sleeves which were finished off in bows of the same material. The skirt was rather full and quite in keeping with the new Parisian style—very short. Roberta is to make her début at a dance to be given at the Bellevue, November 14.

Value of Contact with Society People.—Even the gossipy chatter of those writers whose writing cannot be commended for its dignity or good taste, may be studied for one essential thing—to learn how to express the viewpoint of the insider looking out, as contrasted with that of the outsider looking in. The society editor should have as many personal contacts with society people as possible. It is not sufficient to talk to them over the telephone. She should try to see them personally. In this way she learns to identify them in public places, while by meeting and talking to them she not only gets valuable tips, that might not be given over the telephone, but she also gets the pulse, so to speak, of the social life of the city.

It is an aid, too, to be familiar with the homes of society people, for often the reporter can make her description more interesting by an occasional reference, showing intimate knowledge of them. While the following was obviously written by a guest-reporter, observe how the description imparts interest to the story and reveals possibilities for entertaining society writing that are taken advantage of by few society writers:

LAKE SHORE DRIVE IS SPOON RIVER'S PATH

By Cinderella

Edgar Lee Masters spoke on "Modern Poetry" yesterday afternoon in the drawing room of Mrs. Gustavus F. Swift, Jr. The occasion was an open meeting of the Junior Fortnightly, the house the lovely Gothic one in Astor street.

It's wonderful how cheerful these stone interiors are! What with roaring log fires in the great halls, ancient needlework hangings beautiful as dreams, and tapestries from Flanders, perhaps, however, cheerfulness is no wonder after all.

Mrs. Swift received in a short frock of black velvet, with a sealskin collar and a broad black hat, somberly becoming to her fairness. Everybody sat in the west room snugly curtained with old red and gold brocaded Genoa hangings, while the west wind racketed without.

Mr. Masters began by ascribing free verse to politics, one of the hardest things ever said about politics, by the way, and the political upheavals in the early '70s. He said that all the tragedy and comedy of life lay in every part of this country. It was not desirable to go abroad for plots.

The first free verse of the Verlaine school was laid at the door of Socialists, weary of the Alfred de Musset and Tennyson, and "sonnet to a sonnet, to a sonnet," school.

Chicago Tribune

Technic of Society Writing.—Society writing has a technic all its own. The beginner who has read society chronicles may consider herself fully qualified to write with the correct touch, but she soon discovers that it has to be acquired. The society column has a vocabulary as distinct as the sports or financial columns.

Society writing should be simple and unaffected, but never colloquial. It should possess atmosphere and the "grand manner" without a trace of "fine writing." It should reveal delicacy of expression, restraint, and impersonality.

Whereas in many kinds of news writing, the story can be told in the simple, straightforward, chronological style used in conversation, society writing must never descend to that level. Words current in conversation such as "gathering," "delicious refreshments," "beautiful bouquets," are

taboo in the society account. In their stead are used the primly formal words, "affair," "entertainment," "function," "mounds" or "baskets" of flowers.

The following illustrates the way items that appear in small-town papers may be "metropolitanized":

> Friends and neighbors of Mr. and Mrs. J. L. Penny assembled at their home on Grove street last night at a five hundred party. Bouquets of wild flowers were scattered about and the guests spent the evening talking, playing games and listening to the Victrola. The hostess served a delicious collation of sandwiches, salad and ice cream. Later all went home, feeling that a most enjoyable evening had been spent.

This would be changed to the following:

> Mr. and Mrs. J. L. Penny entertained informally at their home on Grove street last evening. Wild flowers decked the rooms. Five hundred was played at four tables, and later supper was served.

Some Diction Don'ts.—Many society editors are careless n their use of words and employ language and expressions, he exact meaning of which they do not know.[4] There is a listinction between a chaperon (spelled without the final "e") nd a patroness. The former attends a party because Dame Grundy demands older presence there; the latter lends her atronage to a formal affair. Mr. and Mrs. J. E. Ladd *haperoned* the party given by the members of the Delta Chi fraternity; they were among the *patrons* and patronesses f the annual Military Ball.

In the wedding story, it is not incorrect to say "he officiated t the wedding" or "he performed the ceremony," but neither as a happy implication. A more dignified expression is "he ead the marriage service."

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[4] See *Newspaper Reporting and Correspondence,* by G. M. Hyde, . 212.

Many writers are careless in society columns about using the name of a club or organization in the singular and later referring to it with a plural pronoun, thus: "Entre Nous club will give a luncheon tomorrow at the home of Mrs. R. G. Ennis. *They* will have as their guest of honor, etc." This should have begun: "Members of Entre Nous, etc."

Don't say "groom"; say "bridegroom."

Don't use the word "ladies" in either news or society writing.

Don't say "wedding occurred"; say "took place."

Don't say "will act as best man"; say "will be best man."

Don't say "will render a program"; say "will play or will give a program."

Don't say "will spend the holidays;" say "will pass the holidays."

Don't say "will reside"; say "will live."

Don't say "will tender a surprise"; say "will give" or "will arrange a surprise."

Don't get the superlative habit and call every event "the largest of the season."

Don't acquire verbal mannerisms and overwork such words as "complimenting," "sponsor," "color motif."

Don't turn the society columns into an advertising medium by use of such expressions as "every one is invited."

Don't use indiscriminately such words as "younger set," "society matron," "prominent clubman"; reserve them for those who have real social distinction.

Some otherwise well edited newspapers reveal surprising lapses in diction as the following verbatim items from large metropolitan papers show:

> The committee of the American and French Children's league under the auspices of the American Legion, have arranged to give a poppy ball at the Hotel Plaza, on the evening of Saint Valentine's day, Monday, February 14, at 10:30 o'clock for the children of the liberated regions of France. The ball room of the Plaza is to represent an old-fashioned French garden with tables placed in quaint little bowers. The *female guests* will come dressed as poppies.

Club entertainments and parties offer diversion in the *slack period* following the rush of Hallowe'en festivities.

Mrs. Emery W. Clark will give a reception this afternoon from 4 to 6 at her home on Jefferson avenue, at which she will present her daughter, Miss Martha Clark. The guests *will be confined* to Mrs. Clark's friends.

Style Rules.—"Style" in newspaper phraseology refers to the rules of punctuation, capitalization, abbreviation, etc., which must be observed by the newspaper worker. Formerly newspapers prepared style rules for the printers in the composing room; today newspapers have style books for use for all departments of the paper. The society writer should familiarize herself with the rules of her paper as soon as possible. Many of them are arbitrary and the writer may have to unlearn them in her next newspaper job; many are the same for all newspapers.

Some newspapers use capital letters more than others and therefore have what is known as an "up-style" (so called because capitals are upper-case letters). Others use a "down-style," while still others pursue a middle course. On most publications the following are capitalized: all proper nouns; days of the week; principal words in titles of books, plays, lectures, pictures, toasts, etc.; names of religious denominations; nouns and pronouns of the Deity; sections of the country and city; names of holidays; names of races and nationalities. In matter set in capitals and small letters, it is customary to capitalize words of more than four letters and write with small letters *only* conjunctions, articles, and prepositions that have less than five letters: Dunsany's "A Night at an Inn."

In writing names of an organization, association, society, league, company, road, etc., all words in the name would be capitalized if an up-style were followed. A moderate down-

style would capitalize all words except the common noun at the end: Woman's club, Welfare association. Even down-style practice, however, would require capitalization of the common noun when it *precedes* the rest of the name: League of Women Voters, University of Washington.

Punctuation rules do not vary as much on newspapers as rules of capitalization. There are two ways of setting forth a list of officers: if the writer says "the following were elected" or "officers were elected as follows," she uses a colon after "elected" and "as follows." If she writes "the officers are Mrs. Herbert Smith, president," she uses neither comma nor colon, unless the list is a long one, in which case she would start a new paragraph with the list and use a colon after "are." In writing a list of names with cities or states, the writer should punctuate thus: Mmes. John Beggs, Hillsboro, N.C.; J. L. Higgins, Omaha, Neb. In giving a list, the comma should be used before "and": red, white, and blue.

Quotations are not used in giving characters in books, or plays, but names of books, dramas, paintings, statuary, operas, songs, and subjects of lectures, toasts, magazine articles are quoted. Quotation marks come after a period or comma, never before.

Names of states are abbreviated only when they follow cities: Los Angeles, Cal. (never a resident of Cal.) When initials are not used, Professor is not abbreviated: Prof. J. H. Henderson, but Professor Henderson. The following titles are abbreviated when they precede a name: the Rev. Dr., Prof., Mr., Mrs., Mme., Mlle. President and Senator are seldom abbreviated.

In many society columns, names are run in lists thus:

Messrs.	Misses
H. J. Gormley	Jane Norton
C. F. McIntosh	Helen McLane
T. L. Smith	Sara McVey

This style is technically called "half measure."

When the writer has a long list of names of professors and their wives, or doctors and their wives, she should repeat the title each time: Prof. and Mrs. P. Y. Quirk, Prof. and Mrs. Frank U. Billings, etc. The writer should always give the first name of unmarried women, not simply the initials, and should give the husband's name or initials when writing the names of married women. She should write: Mr. and Mrs. Arthur Park, not Arthur Park and wife. Initials or first names of people are always given the first time they appear in a story.

In church titles, bishops of the Catholic, Anglican or Episcopal denominations are called Right Reverend (Rt. Rev.) and deans are called Very Rev. In the Methodist denomination, the simple title, Bishop, is used. Archbishops of the Catholic clergy are called Most Rev., and cardinals, His Eminence, thus: His Eminence, Patrick, Cardinal O'Connell. Congregational and Presbyterian clergymen are known simply as ministers; Methodist as preachers; Catholic as priests or pastors. A Jewish pastor is called Rabbi. Use Rev. Dr. only when the clergyman has the degree of doctor of divinity.

On most publications, the society writer omits "at" or "of" in writing addresses and numbered streets are spelled out up to 100th. Whether "street" is abbreviated or capitalized in addresses depends upon the office style.

Playing Up Society News.—Newspapers impart individuality to their society columns and obtain variety in make-up in various ways. On some newspapers, the society scribe signs her daily column with her own name or a pseudonym, or by some fictitious name as "Lady Teazle" or "Dolly Madison." Some society columns are labeled with what is known as "stock heads" so called in distinction to "news heads" which change from day to day with the news. Typical of the former are "The Society Chronicle" and "In the Society

World." Advocates of news heads say they give a more newsy, brighter appearance to the page and permit of names in large type. One way to diversify the monotony of unvarying make-up is to set the lead or first story in double or two-column width. Also the news may run over to a second page, in which case the society editor must have two leads.

The Sunday pages permit of more variety in make-up. On many papers now, the society news has a section to itself or it may occupy the first pages of a separate section instead of being "buried" inside the paper as formerly. There is more emphasis upon decorative illustrations for the first page, and a few papers have first pages that are entirely pictorial with no news matter upon them. As there is such a quantity of news for the Sunday paper, this news would appear dull and unarresting if it were not broken up into many separate stories which are given news heads instead of stock heads.

Building Circulation.—The society department has often been used to obtain subscriptions to the paper. Various special schemes have been tried, the most common being that of having an additional force cover the city or territory by calling up and asking social news of women whose names are to be found in telephone books, club rosters, subscription lists, etc. People who are not subscribers to any paper will often enter their subscriptions when approached in this way, and may even change their newspapers as a result of this attention.

Exercises

1. Keep a notebook in which is pasted well written types of every kind of society story listed on page 14, with full list of questions to be asked in covering each one, if representative story is not covered completely.

2. Rewrite the Vanderbilt wedding story (1) as a strictly conventional wedding story, but playing up the picturesque setting; (2) as a news story. For this assume that the bride

and bridegroom eloped and were married in New York City by Rev. J. S. Blank at the Little Church Around the Corner. The only witnesses were the bride's cousin, Miss Muriel Vanderbilt and the bridegroom's best man, Hugh Tennant of the British Embassy, Washington.

3. Rewrite the Junior Ball story as a news story. Draw on your imagination for facts about its historical significance which may be featured and write five gown descriptions.

4. Write the following in as many ways as you can, getting a new angle in the lead each time: A large tea was given yesterday afternoon by Mrs. Harlow C. Young, 88 Kent Street. The guest of honor was Mrs. Morgan R. Lincoln of Howe, Sussex, England, whom the hostess met while she was on a trip around the world. The tea was the first affair she has given in her new home. Spring flowers were used in decorations. Other affairs planned for the guest of honor include a bridge party Tuesday afternoon by Mrs. Bainbridge Courtland and a dinner and theater party Wednesday by Mr. and Mrs. Hill D. Bennett, who were in the same party which took the trip around the world.

5. The following engagement notice is sent to you: "Mr. and Mrs. C. S. Evans announce the engagement of their daughter, Mary, to James Vincent, son of Mr. and Mrs. Howard Vincent of New York City." You recollect that there was a news story about the bride about two years before, and look it up in the office library. In the story you find that she won a prize for being the most polite girl on the campus of the University of Washington, when she was a Junior. You call her friends to obtain some more data and learn that the prospective bridegroom is an instructor in physics at the University of Washington, that he was graduated from Columbia University and that she first met him on the occasion of his first visit to the campus when he asked to be directed to the Physics Building. Write the story.

6. Write the following correctly, paying especial attention to the style rules given in the text:

> The bridge, and cross-word puzzle tournament arranged by Mrs. Franklin Clark, Mrs. J. H. Finley and Miss Dora Nichols and Miss C. Ridge for the benefit of the Children's Hospital at the home of Mrs. Clark, 11 James Blvd. Tuesday P.M. is already assured of financial success. As inducements to enter the tourna-

ment, opera boxes have been donated by Mrs. August Byron and seats for "The Second Mrs. Tanqueray," by Mrs. Dr. James Reilly. Proceeds of the tournament will be used by the Social Service Auxiliary of the hospital whose members are: Mrs. Samuel Adams, Mrs. A. Schuyler, Mrs. G. H. Davis, etc.

The annual meeting of the association for the aid of crippled children will be held at the home of Mrs. Franklin George of 92 West One Hundred and forty-fifth Street, next Wednesday January 23 at four o'clock. Professor Robert H. Finley will speak on The Children's Court Clinic.

A group of débutantes will act as program girls at the performance of W. B. Yeats' The Countess Cathleen to be given by the alumnae association of Miss Waters school. Miss Isabel Ryan will have the part of "Mary"; Miss Helen Graves will enact "Olona"; Miss Dorothy Ridge is cast for "The Countess Cathleen" and other parts will be taken by George Henderson, Walter Richards and William Manly.

7. You hear a rumor that a prominent society matron who is a widow is to marry a well-known bachelor, prominent in business. You wish to secure a news story for your paper. How would you get the story? Would you approach the man or woman? How would you frame your opening questions?

Additional Reading

Bleyer, W. G.—*Newspaper Writing and Editing,* pp. 191-195; *Types of News Writing,* Chap. xiv. (Houghton Mifflin Company, Boston.)

Hyde, G. M.—*Newspaper Reporting and Correspondence,* pp. 204-214; *Handbook for Newspaper Workers.* (D. Appleton & Co., New York.)

Spencer, M. L.—*News Writing,* Chap. xvii. (D. C. Heath & Co., New York.)

Weeks, A. L.—*The Style Book of the Detroit News.* (Evening News Association, Detroit.)

CHAPTER II

THE CLUB REPORTER

> The national Woman's Suffrage Convention met yesterday morning in Steinway hall and Mrs. Elizabeth Cady Stanton presided. About a half hour before the doors opened, groups of women standing together with their husbands, were discussing the subject of woman suffrage and the probable success or failure of any good resulting from the convention.
>
> *New York World,* May 10, 1872

> This convention has one unique distinction which in itself will give it a most notable place in the history of party gatherings. This is the first time in a national political convention that women have taken their place as delegates under a right of suffrage vouchsafed by the federal constitution.
>
> *New York World,* June 10, 1924

The first women's clubs were social and cultural. As women's interests widened and they began to participate in civic work, in politics, and in business, the opportunity to write about their activities also has grown. Formerly the society editor covered women's clubs not only because their news value was slight, but because society and club news overlapped. Today women's club work is far removed from the purely social and represents such a distinct contribution to civic and national life that it justifies the full time of a newspaper worker.

Opportunities.—On the majority of metropolitan newspapers, therefore, there is one woman club reporter, and possibly two during the height of the "club season." If she makes a success of her work, she has a splendid future on her own paper, for newspapers realize the value of a good

club department and of a club reporter or editor who has the confidence of the women who are doing worth-while things for the city and the country at large.

She may make club reporting a stepping-stone to some independent work, as, for instance, a publicity bureau, as many club reporters have done; it may lead to secretarial work or campaign managing for a club leader whose ambition has led her into high political places. It may take her into one of the many new political positions that are opening up to women. An outstanding example of a woman who won political recognition as the result of her newspaper work is Sophie Irene Loeb, president of the New York City Board of Child Welfare, only woman head of a city department in New York. Miss Loeb is probably the first well-known newspaper woman crusader, and while a member of the staff of the *New York Evening World,* she led campaigns which secured widows' pension laws, play streets for children, lunches in the schools, and improved motion picture laws.

The club reporter is well qualified for specialized writing along lines of women's business and political achievements. If she possesses executive ability and personality to "put across" a project, she might have in mind the goal of starting a magazine, such as an organ for one of the many organizations, either local or national, that she meets in her work. Parent-teacher association magazines, and business women's magazines are examples.

How to Get a Start.—The club reporter usually starts her newspaper career reporting women's clubs, though she may begin as a general reporter and take on this specialized task later. She may also start as society editor. Some newspapers prefer the woman with acquaintance among club women to the woman with newspaper experience but no knowledge of club work. This opens the field to the inexperienced woman who has been active in club work. Even on a city newspaper, the beginner would earn only $15 to $20 a

week, but she could raise this to $50 a week by continuous and successful service.

Preparation.—College training will give the club reporter a grasp of the many subjects she will write about and enable her to meet the "forward looking" club woman on the same intellectual level. Perhaps such subjects as political science, history, and sociology would be helpful since the tendency in women's clubs is away from literary and cultural clubs toward those aiming for civic and political reform and achievement.[1] This in no sense implies that the value of art and culture is overlooked in the National Federation and department club programs, but rather that there are far more clubs devoted to interests other than cultural than formerly. Courses in reporting, feature articles, editing, and editorial writing will prove valuable.

She should know the history of the club movement which is unique in this country.[2] This movement has its final expression in the National Federation of Women's Clubs, which is the largest, wealthiest, most powerful organization of its kind in the world, the only one that is solely humanitarian, enabling it to work with no element of self-seeking for both national and international reform.

Qualifications.—It must be understood that club reporting is exacting work, and not every girl is fitted for it by temperament. It requires tact and adaptability, for the club reporter

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[1] For a whimsical and ironical description of the culture clubs of a few decades ago, read Edith Wharton's *The Pelican.* Further comment on this subject is contained in an article, "Getting Things Done," by Marjorie Shuler, *Woman's Home Companion,* September, 1921; also in *Women of 1924,* published by Women's News Service, Inc., New York.

[2] In an exposition of the woman movement, *Harper's Magazine,* December, 1923, the writer, Elizabeth Breuer, lists as the chief groups in the great woman stream: The National Federation of Women's Clubs, League of Women Voters, Woman's Party, Young Women's Christian Association, Women's Rotary clubs, and Association of Business and Professional Women.

comes in contact with varying personalities of the feminine sex.

What She Will Write About.—Women have organized their efforts along the following lines and the organizations these efforts represent are more or less typical in every large city throughout the country:

1. Civic—Professional and Business Women's clubs, departmental clubs, city clubs, Rotary clubs, garden clubs, improvement leagues, etc.
2. Political—Party clubs and non-partisan organizations such as voters' leagues, National Woman's Party, etc.
3. Educational—Parent-teacher organizations, mothers' clubs, vocational guidance associations, library associations, Girl Scouts, Camp Fire Girls, college women's clubs, kindergarten associations, etc.
4. Health—American Child Health Association, Child Conservation League, infant welfare societies, visiting nurses, child guidance clinics, hospital auxiliaries, etc.
5. Benevolent and Protective—Sunshine societies, rescue leagues, Women's Relief Corps, playground associations, etc.
6. Study or Culture.
7. Recreation and Housing—Business and working girls' organizations, welfare leagues, etc.
8. Social and fraternal organizations.
9. Reform—W. C. T. U.

In large eastern cities, conventions are held of such international organizations as the International Suffrage Alliance and the International Council of Women.

Daily Work.—Some club reporters work independently of the city editor and are responsible for all of the club news, even to editing it and writing the heads and making up the pages; the majority take their assignments from the city desk. Or both methods may be employed. Club reporters may hand in to the city editor a list of important meetings, conferences, etc., scheduled for the week and the city editor may detail the club reporter to cover certain assign-

nents from this list, or he may hand it back to her to take care of.

Meetings.—Interviews and reports of meetings will be the most frequent assignments if the reporter devotes her time chiefly to club work. She may often cover the latter largely in advance by telephoning or writing to important speakers for copies of their speeches or résumés of important points they are to make. Perhaps the most difficult meeting to report will be that in which controversy arises. She must handle this in an unbiased manner and give something of the atmosphere of the occasion. In the story which follows, note that a summary lead is used, telling who, when, where, what, at the same time explaining the argument which started the controversy. In this story, the writer plays up the "family purse string" feature rather than the speech of Miss Julia Lathrop because the former touches every home in the country:

HOLD ON FAMILY PURSE STRING SOUGHT BY WOMEN

By Lillian E. Taaffe

Des Moines, April 12.—Determination of the committee on uniform laws to work for a "family pocketbook"—giving husbands and wives equal interest in each others' real estate and a half interest and control in all property acquired after marriage, threw the National League of Women Voters' convention here tonight into a heated controversy—the most spirited since the opening of the fourth annual convention. The project was approved after a lively debate.

"While most wives rear children and work daily in the home they have no wages and no legal right to property acquired after marriage although they may work as hard in acquiring it as their husbands," Mrs. Catherine Wauch McCulloch, Chicago attorney and chairman of the uniform laws committee of the league pointed out.

Wisconsin Women Oppose Equality

Members of the Wisconsin delegation opposed such equality.

"What about the shiftless husbands?" they asked. "There are shiftless wives as well," Mrs. McCulloch replied. "It works both ways."

The majority believed it was a discrimination against women that must be removed.

"Half the women in the League of Women Voters can't pay a dollar membership without a check in their husbands' name, although they have been married for years, raised families and helped in every way to assist in acquiring their homes," one member declared.

A further law which the league women will work for will be one providing for the "competency of each spouse to testify in any suit at law or in any equity where the other is a party."

The league, it was decided, will continue its survey of the legal and political status of women and work for such specific measures as are needed in the several states including:

Removal of all common law disabilities of married women.

Equal guardianship by both parents of the persons and property of the children.

Eligibility of women for jury service with exemption for mothers of young children in addition to the usual exemptions allowed men; abolition of unit vote of jurors in civil cases.

Laws Affecting Marriage

Abolition of common law marriages; minimum marriage age for women, without consent of guardian, to be 18 years; for men, 21 years; health certificates to be required; causes for divorce to be the same for men and women; statutes to prohibit the evasion of marriage laws in other states.

Abandonment of wife and child to be made a criminal offense for which extradition may be demanded.

Removal from women of all legal disabilities such as inability to hold office, to be notaries, or to sign legal petitions.

Miss Julia Lathrop, chief of the United States Children's bureau, made a strong appeal tonight for the federal child labor amendment.

"A delay of two years or more is inevitable before any amendment can be secured since next year is not a so-called legislative year," she stated.

"This intervening period will doubtless stimulate certain action for such correlation of child labor, full time schooling, vocational guidance and placement and continuation school regulations, as will afford children and young persons considerable safeguards and opportunities for development. But it also lengthens the period in which indifference or selfishness may defeat the public policy inaugurated by the federal statutes of 1916 and 1918."

Minneapolis Tribune

Getting the News.—The club reporter who has brains, good sense, and a habit of fair play, will have the confidence of at least two or three prominent club leaders and her nose for news will do the rest in enabling her to scent important happenings. Besides her regular "run" of club leaders, she gets stories by watching national news in the papers. There is good copy in interviews with local club women on national issues or pending legislation. She also keeps in touch with reporters covering other news sources, who may tip her off to stories on crime and delinquency that suggest need of action on the part of clubs. Policewomen may also be sources of news, though in some cities they may refuse to talk to reporters. She watches the newspapers of other cities for news of their local clubs.

It is possible, too, to "scoop" the "opposition" or rival paper, daily, by arranging for some interesting project which club women can start. For instance, she could find out if there is a general sentiment among mothers in the city to have a uniform graduation costume for high school girls. If

there is, then mothers will probably support a movement to have all graduates make their own dresses and limit the cost to a certain amount. This could be followed by interviews with well-known mothers, members of the board of education, school principals, and teachers. She could swing clubs into line to take this project up at their regular meetings and either endorse it or oppose it. It might be well to have a little opposition in order to make it "newsy." Finally she could suggest that clubs have a committee call on the members of the board of education and ask that the idea be given a trial for one graduation season. If the idea was "put across" then the club page could announce it as its own achievement; in the meantime it is carrying exclusive news from day to day.

She who conducts a club page may have to ferret out the human interest element in dry, statistical reports. In a six-page report on its relief work, submitted by a national woman's organization, the club reporter found buried among the list of donations, the following: "$100 to 49 Civil War nurses." Questioning led to the discovery that they were the sole surviving nurses of the Civil War, that their number was constantly diminishing and the reporter secured a front page story with other facts gleaned. Another club reporter refused to be satisfied with the report of an organization that it gave magazine subscriptions to inmates of old ladies' homes every Christmas, and in response to her uncanny newspaper instinct, questioned the members of the organization as to the kind of magazines the women preferred, thinking of course it would be light fiction. To her surprise she learned that though these women were wheel-chair invalids, if not actually bedridden, and though none of them could look forward to presiding over a home again, they preferred the women's magazines with recipes and fashions and dressmaking advice—proof of woman's undying domestic instinct!

Opportunities for Service.—Opportunities for service are limited only by the club reporter's time and energy, for she is called upon for a great deal of free publicity, though women's organizations are more and more employing publicity specialists to get the news of their regular and special activities into the paper.

Service may take the form of occasional helpful material on the management of club affairs and conduct of officers for both newspapers and magazines. Then there is extra-office work she may carry on for her own profit, such as conducting classes for club women in methods of publicity, as a few club editors are doing successfully.

Sunday Section.—The club editor must plan days ahead for the Sunday section, for some papers have deadlines as early as Thursday night. An analysis of a successful Sunday section reveals the following types of material:

News stories, either of past events, or advance news of organizations, announcements of plans, programs, campaigns, crusades, investigations.
Publicity, prepared in the office or sent in.
Editorial, either syndicated or local.
Feature stories.
Miscellaneous, such as calendars of events, etc.

Future Stories.—Just as in the society section, as many stories of future events as can be obtained, give the Sunday section a bright, newsy appearance. Even past stories may be written from a future angle. For instance, in an aftermath convention story, emphasis is placed upon what the club *will do* as the result of action taken, while a club election may be begun: "Mrs. R. J. Evans will head . . . etc." Brief interviews may be obtained from the executive officers setting forth their policies for the coming year in order to get this future angle. Even an account of a convention meeting may be begun with a forecast of what will take place at the next session.

Feature Stories.—There is a wealth of material for feature stories for the Sunday club section or page and the club editor should be on the alert for copy of this kind, especially for that which can be illustrated with pictures. Personality stories of club leaders make good material for the Sunday page. Club women like to be "played up" as conscientious wives, mothers, and home-makers, as well as successful club workers and the club woman shown in her kitchen in the act of making a pie, makes a feature that has perennial interest. Stories of how successful business and professional women made good; interviews with "legisladies" when legislatures or assemblies are in session; stories about free milk stations with pictures of underweight kiddies; stories of playgrounds with special attention to equipment furnished by club women; articles about women teaching mothercraft and domestic science; garden articles in spring and summer with pictures of club women planting home gardens; stories of night schools for foreigners—these suggest a few possibilities for club pages in almost every city.

Editorials.—A signed editorial by a well-informed club editor would be valuable, either of the summary type, informing readers of outstanding events of the past week, or of the interpretative type. Editorials that would no doubt be read with great interest, may often be obtained from local club women who would be glad of an opportunity to deliver a message or proclaim their favorite cause in this way. Following is an interesting bit of interpretative editorializing by Keith Clark, from the *New York Evening Post,* on the Business and Professional Women's convention which had just closed its sessions:

> This convention took no stand which could not have been taken by business men. The women talked about equal pay for equal work. But they insisted that the work shall be equal before the pay is equal. Think of the job first and then the wage will be added to you.

They know, because they have gone through the mill.

Only, don't make any mistake. Women know women; they know they have equality in physical endurance, in psychologic aptitude. What they are counselling all women is, to do the work, and then the boss—whether the boss be a man or an opportunity—will grant the pay.

As to the boss, they are very much concerned about him. But they are more concerned about her. For these business women are, hundreds of them, big employers in their own right, employers of women. Even the woman business world has not adjusted itself to this. It was a dramatic moment in the convention when Mary Stewart asked these women to stand firm for women and to silence the querulous complaint of the girl in the business world—"I don't like to work for women."

That's one of the things every business woman knows—woman. It is just as difficult to adjust the world of women to the idea of women employers as it is the world of men. Perhaps more. In spite of the onward march of women, there is the old sex distrust, sex jealousy, sex attack, which began the first time there were two women and one man in one corner of the planet.

Covering Conventions.—The club editor may "cover" a convention in advance, that is, she may make the actual reporting when it is in session much easier by foresight and planning. She obtains from the secretary or president the official program, and from that she gets the names of speakers and of those making reports. She obtains copies of the latter; if it is a national convention and speakers are scattered all over the country, she will have to write for them weeks in advance. By rewriting them, putting the features or most interesting fact in the beginning, boiling down and carefully dating, she can prepare advance stories day by day. These she leaves with the city or news editor. Not only does she

thus get more accurate accounts and make sure of this information, but she saves the paper telegraph toll bills.

She also writes for photographs of prominent persons, if they are not in the newspaper library, where pictures and cuts are filed. She gets from the library the pictures she needs that are on file and writes the cut lines (explanatory sentence or two, describing who they are and their part in the convention). These also she leaves with the city or news editor, with notations of "release" dates, or dates on which they are to appear in the paper. Fully two weeks before the convention opens, she writes for rooms to the hotel which will be official headquarters. She takes a portable typewriter and camera.

She can take her choice of going on the train with the official delegates and leave the night before (for a state convention) or of going two or three days ahead of time. If she is attending a convention for the first time as a reporter, the latter might be the better plan. She can make the acquaintance of the club president who usually arrives days ahead; familiarize herself with the convention leaders, so she will know them instantly when they take the floor; and be on hand to interview nationally known speakers and delegates from other states and towns. On the other hand, if she goes with the official party, she may get tips from them on the train, especially if the election is a paramount issue; learn of "dark horses" and secure other feature material.

Pre-Convention Stories.—In the following day-before story of a state convention during the War, Mary Dillon chose a human interest feature for her lead, material for which was largely gathered on the train:

> Mankato, Minn., Oct. 2.—The men in the trenches in France are wearing the new fall millinery and suits of delegates to the Minnesota Federation of Women's clubs convention. The allowances for hats which have been spent for helmets, ear-muffs and

scarfs and expenditures usually made for modish coats have found their way into materials for sweaters, socks, wristlets and comfort kits. Minnesota women are exporting, not importing their fall raiment.

Women are comparing notes of sacrifices to see who has spent the most money on Red Cross work instead of clothes this fall. Of 300 delegates who arrived last night, only a dozen wore hats that did not boast a last year's feather.

That baking is of greater importance than Browning is a message brought by Anna Nahanski, twelve years old, St. Paul, representing the Junior Housewives League. She will talk on what the league has done. Another speaker is Miss Julia Lathrop, chief of the Federal Children's Bureau.

Though the tenor of the convention shows women's realization of the nation's mourning, it was not planned by the local hostesses to have delegates put ashes on their heads. But there are many out of town visitors in Mankato shampoo parlors because male guests did not realize that the women were registering beneath the smoking room of the hotel balcony.

Not until a score or more women spent many minutes trying to find out how they got ashes in their coiffures, did they realize that smokers in the balcony unwittingly dropped ashes over the registration book, just as delegates signed.

St. Paul Daily News

Or the delegates themselves may provide a feature for an advance story:

Washington, April 29.—Forty-five women bringing from 21 countries the demand for international cooperation and the rule of law instead of war, are arriving in Washington today to attend sessions of the fourth biennial congress of the Women's International League for Peace and Freedom, opening tomorrow. Members of the International board of directors headed by Miss Jane Addams, the president,

Miss Emily Balch, secretary-treasurer, have concluded a series of preliminary conferences at Lansdowne, Pa., and everything is in readiness for the convening of the congress.

The women who are here to emphasize the world's need for peace, represent widely diversified circles in their respective countries.

One of the most interesting of the group is the delegate from Turkey, Mlle. Epaish Youssoff. Representing the women of new Turkey, she is the youngest of the delegates to the congress and has done notable work in journalism in her own country.

Catherine Karavelova is one of the feminist leaders of Bulgaria, the first to open a professional school for women in her country. She is known as a member of many civic and philanthropic societies.

Christian Science Monitor

The conventional lead for the advance story is a summary of the chief questions to come before the convention as in the following by Marjorie Shuler:

Richmond, Va., April 17.—A strong position on international legislation, study of state registration laws to make voting easier, improvement of state child labor laws, adequate financing of a federal department of education and of public schools in the District of Columbia, and increased appropriations for the Bureau of Home Economics for research purposes are important features of the new plan of work on which the National League of Women Voters will act in its annual convention which opens today.

Christian Science Monitor

Filing the Story.—It is one thing to get a good story and another to wire it, or, in newspaper parlance to "file" it on time. The reporter locates at once the telegraph office and arranges for regular filing of her material. Some newspapers supply their representatives with cards from the telegraph company which ensure coöperation of the local telegraph

office. Or she may communicate with the city editor of her paper by telephone or write her story the night before and send it by special delivery. The feasibility of the latter depends upon the distance.

Getting the Story in Advance.—This is a problem because the reporter must describe events before they actually take place. If she works for an evening paper, she gets her story the night before and files it the next morning, perhaps before the convention has actually started. She must be on hand at the convention sessions to watch for anything of importance to "break" and to get it into her paper. It may be necessary to condense it into a sentence or two and put it in the lead. She must be on the lookout for the possible "impossible" story of the illness or death of any of the leaders, which would necessitate canceling the news story being held for release.

Typical Day-to-Day Stories.—A first-day story for an evening paper, sent in before the convention got down to business, but written as if the reporter had attended both sessions might contain:

General lead, describing turning of city over to delegates, jamming of hotels, etc.
Quotation from most important speech of day, either afternoon or morning
Reference to political situation if new candidates appear
Quotation from address of welcome
High lights from committee reports

On the second day the convention would get sufficiently under way so that any important action taken or advocated would probably be the feature. Or, according to her judgment, the reporter would play up:

Quotation from speech if it sounded warning or uttered challenge
Any startling disclosures in committee reports
Pending election

On the third and last day, assuming this to be a short convention, the feature would be the election of officers. Other features might be:

Resolutions
Entertainment
Choice of next convention place
Last day's speeches

Covering from the Outside.—The club reporter must be capable of shrewd analysis of women, of issues, and of the *news value* of what she hears outside the convention hall, for she may file her biggest story in advance of the actual occurrence of events. She learns by experience to discover the important issue before the convention, whether it is actually outlined before the session or not. It may be some vital pending action; it may be some organization business, such as the suffrage amendment; it may be politics. Interest in it may pervade the entire convention session; it may shift from session to session. But she keeps informed *on the outside*. Many a vital issue has been decided and many a "dark horse" selected by kimono-clad women in a hotel bedroom.

Finding Feature Material.—If the reporter is covering a national convention she keeps this in mind—her paper is sending her, perhaps at considerable expense, and it does not want to pay telegraph toll bills on material that a press association could send. It wants material of interest locally to the reader "back home," and it wants something beside the cut and dried routine report. The same is true to a lesser degree of a state convention she may cover.

Whenever the facts justify her, she localizes the story and puts the local delegates of her own state or city in the lead:

> Los Angeles, June 14.—Minnesota club women are going back home from the seventeenth biennial convention of the General Federation of Women's

Clubs thrilled with the realization that Minnesota more than ever is recognized as a leader among these millions of women in the national federation.

Minnesota stood out above all the states as a place where the women have done things. Minnesota's reports were reports of goals attained and projects carried out. The record presented by Minnesota's delegation made a marked impression on this great gathering. Their triumph here has been an inspiration to dig into tasks ahead with new vigor and optimism.

Minneapolis Journal

She may play up some feature of the convention town. To illustrate: a state federation met in a district where forest fires were burning and a sight-seeing trip arranged by the local women had to be postponed because of the danger. One writer played up this feature in a vivid story which was put on the front page of her paper. Other reporters failed to see the news value of the incident, "buried" the fact and their stories were also "buried" on the inside of the paper.

Human interest or feature stories connected with local club women sometimes make better convention stories than dull convention meetings. If the reporter's newspaper goes to residents of the convention town, it is good policy to use a story of this kind occasionally. One club reporter who was "sleuthing" about the convention town found a club woman whose grandfather was the boy with the drum in the well-known picture, "The Spirit of '76."

A national convention will harbor many prominent speakers or delegates who may be interviewed on a variety of subjects of the day. Many of them will say in an informal interview, things which they would not utter at a formal meeting to be broadcast over the entire country.

Lastly the reporter keeps continually on the lookout for the feminine aspect of the convention—what the women wear, their ideas on strictly feminine subjects. That even maga-

zines want this is revealed by the October, 1923, issue of the *Woman's Home Companion* in an editor's note to a story by Marjorie Shuler, labeled, "What They Wore."

> Miss Shuler went to Rome to report the Congress of the International Woman Suffrage Alliance, held May 12th to May 19th.
>
> Our instructions were as follows: Tell our readers what they really want to know, what the newspapers won't be likely to cover. Tell them how the delegates looked, what they talked about and especially *what they wore.*

The club reporter must not forget that a big percentage of her audience consists of the plain "Mrs. Smith" type—housewife and mother, and she must not, therefore, write exclusively for the college-bred woman. She must not forget that no matter how stupendous the cause, it cannot supplant the interest in personalities, in leaders and in the *human* aspect of any event.

Even in the average club woman—biologically speaking—the strictly feminine side of her nature, the housewife, mother side, developed before the more intellectual, aggressive instincts expressed in her club activities. In the convention news, she will read the story about the World Court, but she will also read the story that her state president was the best-dressed woman at the convention. The "Mrs. Smith" interest may have to be attracted to the consideration of a World Court, *through* a subject that is part of her everyday, common experience—clothes.

By the human quality of her writing, rather than through its intellectual appeal, she may win indifferent women to the splendid cause of club work, though club women themselves may have to be "educated" to this kind of publicity.

Exercises

1. Rewrite Des Moines and Mankato stories, playing up another feature for each.

2. Punctuate the following correctly: The Adelphian club vill meet every Thursday. Mrs. F. G. Neal is president Mrs. C. H. Cummings corresponding secretary Mrs. B. A. Petra ederation secretary Mrs. B. G. Brown treasurer Mrs. Halvor-en auditor Mrs. M. A. Stacy president.

3. A statement was made by Dr. K. L. Jones, president of he International University that "club women were a world uisance because they interfered in too many affairs, political, ndustrial, and economic." Your city editor tells you to get a follow-up" story on this. Suggest three or four persons from vhom you might get interviews and describe three ways of pproaching them.

4. Rewrite the following, presumably sent in by the chairman f the press committee of a club, so it will emphasize the news f interest to the public: The Woman's Club met yesterday fternoon in the club rooms. The president, Mrs. John Hop-ins, presided in her usual gracious manner. She was pre-ented with a floral tribute in recognition of her year's work. Mrs. H. L. Jones, vice-president, took the chair during the resentation. The club voted to pay current bills of expense, ent, light, stationery, etc. The club planned to give a lawn ête to raise funds. The resignation of Mrs. Kistler was ac-epted as she is leaving the city. The speaker was Mrs. L. K. towell, regional director, who said among other things that he home should be the fundamental social institution of the ountry and while women must make home-making their chief usiness, they should organize their lives and work in the home o as to have time for outside interests.

5. Rewrite the following: Owing to the illness of the state resident, Mrs. R. E. Carlock, Grand Falls, Mrs. R. L. Kenny, Center City, will preside at the midwinter conference of the Eighth district of women's clubs which will begin tomorrow to ast two days. Sessions will begin at 10 A.M. at the Pacific Hotel. The women will tour the Art Institute in the evening. On Thursday there will be a musical and program at the Olympic Theater and at 1 P.M. at the Pacific Hotel, a luncheon nd reception. Professor H. L. Metcalf will speak on "The usiness of Home-making." Among the recommendations of he chairmen of departments for the coming year will be: eligious instruction in all public schools; more concentrated ork favoring a World Court; promotion of kindergartens in

the state and organization of health work in every town, with public health nurses for every 2,500 persons in the state. About 500 women will attend the conference.

6. Make a 300-word feature story out of the following facts: The League of Women Voters opened a restaurant in the City Hall, which they called "The Kitchen Kupboard." Special guests the first day were Mayor R. I. Jones, M. K. Harris, city treasurer and Bert Y. Loomis, county auditor. Fully 150 court employees also came. The women received and served them, including Mrs. F. L. Edwards, chairman of the efficiency in government committee of the league; Mrs. S. Y. Yale, chairman of the Kitchen Kupboard Committee; Mmes. B. T. George, H. L. MacDonald and several others. "Of course our first thought will be to see that the food is good," said Mrs. Edwards who is enthusiastic about the plan because it gives the women opportunity to become acquainted with the men running the municipal government, a chance to talk over city problems, and to slip into sessions of the city council.

Additional Reading

For technic of news writing, see bibliography at end of book.

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CHAPTER III

THE WRITER ON HOME-MAKING

> On the other hand, in material questions, such as hygiene, housing, domestic science, woman's influence is not only equal but superior to man's and is surer to lead to good results.
>
> MAXIM GORKY

This is a many-sided career, with almost unequaled opportunities for service. The writer communes with the reader on the subject of her everyday humdrum household tasks; she is with her in spirit on gayer, more festive occasions of entertainment; she advises on everything from *petit point* tapestry to bathroom fixtures; she tells the affluent home-maker how to spend money and the less affluent one how to save it.

Opportunities.—There are two distinct kinds of writing connected with the subject. There is the writing for magazines, newspapers, and syndicates, which we will call *editorial writing;* and writing for business firms which employ home economics women, which we will call *business writing.* This covers the preparation of booklets, advertising copy, and publicity. These two kinds of writing will be taken up under separate headings.

The editorial phase will be discussed under the headings of special subjects. Successful writing on home-making demands a certain amount of specialized knowledge on the part of the writer and both treatment and organization of subject matter vary with the subject. These special subjects are as follows: foods, household equipment, clothing, textiles, budget making, needlework, and interior decorating.

The writer may contribute to newspapers and syndicates and also write for magazines or hold responsible positions upon them as editor, staff member, or department editor.

Opportunities for work with the government, too, are opening up, with the establishment of the Bureau of Home Economics under the Department of Agriculture. The home economist, trained in journalism, may in the future, prepare bulletins and publicity on the research work done in this bureau for distribution by the News Service of the agricultural department.

How to Get a Start.—The woman with this career in mind cannot too soon begin to write. She should start during her course in home economics and keep persistently at it until she succeeds in finding a market for her work. After she has had a few articles accepted, and has won the confidence of the editor in her ability, she may be asked to submit lists of subjects upon which she can write, though this does not mean that every article thus ordered will be accepted. Eventually she may become a regular contributor and be in line for editorship of a magazine. She should familiarize herself with all the magazines on the market carrying home economics material, and be on the watch for a magazine to which she might sell a department of household economics, such as an interior decorating magazine.

If she prefers a position in the business world, she should select a firm which might use her talents to the best advantage and apply in person or in writing for a position in the home economics department or, if it has none, perhaps suggest adding a home economics expert to its organization. Many business firms apply directly to home economics schools for students equipped to work in such departments, because they put a high value upon the prestige a good college gives a person in this work.

Preparation.—The woman aspiring to write on home-making subjects may choose a four-year course in a college

of home economics or a general scientific liberal arts course, followed by an intensive home economics course. Many women holding high positions as magazine editors, teachers, and home economics consultants in the business world, have not had a college course in home economics, because only recently has this subject been added to the college curriculum. It was largely through the efforts of these women that home economics was raised to the level of other professional courses and women were trained to be teachers, research workers, and specialists for business firms as well as to be home-makers.

In addition to the writing courses which a home economics student may secure in rhetoric and a school of journalism,[1] such as news writing, editing, and special feature articles, she should, if possible, supplement her work with certain cultural subjects. Writes a former associate editor of the *New York Herald Tribune* Institute:

> My most earnest advice to any home economics woman who wants to write (or teach, or anything) is to take more than her university course offers. I had a craving for many different kinds of university work when I was a student at Ohio State University, took all the English I could get, crammed dramatic society work, gymnasium special work, dipped far into psychology, gave an attentive ear to the so-called "brows" of the school; read all the books called for and more beside. It is not wasting your time to read books on subjects widely separated from your own course, or to try your pen on brief things for the college newspaper, the local papers and further afield in the big realm outside of college. The more you write, the easier the words come. I have used everything I learned about in my newspaper experience. If you stay too close to the home subject, you soon run stale on ideas.

Writes another successful conductor of a home economics department on a newspaper:

[1] Home economics students of Iowa State College of Agriculture and Mechanic Arts, may elect work in journalism suitable to their special interests. In this college, the students publish the *Iowa Homemaker*, the first publication of its kind, dealing with home economics subjects, published by college students.

The work takes background. I brought to this my first newspaper position a bachelor's degree in home economics, about half the required work for a master's degree in a school of journalism, five years' teaching experience, and three years in publicity work and advertising. It pays about as well as the position of instructor in a university, except that one has twelve months' salary instead of nine. I have an abundance of time for free-lance work and have added considerably to my salary by that means. I have found so many university girls who have gone out to teach and found teaching did not interest them, that I feel it is most valuable for them to become familiar with other fields of work in home economics.

Qualifications.—The writer should be first and foremost a home-maker and love home-making for its own sake, not for any gain it may bring to her in writing. Her sincerity, progressiveness, love of research, and, above all, the spirit of service that inspires her to find out new and more efficient ways of home-making, will be reflected in her work. There are, to be sure, some women who are contributing to magazines on home economics subjects, who are inspired by their clever imaginations rather than by their actual experience, but they are at the mercy of those relentless judges—the thousands of readers *who do know* and who are only too quick to point out to the editor the shortcomings of their guidance and advice.

The increasing importance of home economics writing can hardly be overstated. With one-third of the family income spent for food alone,[2] with the health of the nation's citizens in the hands of its home-makers, the task of disseminating information that shall guide the inexperienced and keep the experienced abreast of new discoveries, is indeed worth while.

The Editorial Field

Opportunities on Magazines.—Following are the classes of magazines to which the writer may contribute, or upon

[2] Statement of Mary E. Sweeney, of the Merrill-Palmer School, Detroit, Mich., *Modern Priscilla,* August, 1922.

which she may hold a position as editor, staff member, or department editor:

1. Scientific publications
2. Association organs
3. Household and cookery magazines
4. Women's magazines
5. Magazines of interior decorating and architecture
6. Health publications
7. Farm publications
8. Trade magazines (other than food)
9. General magazines

Opportunities on Newspapers.—Newspaper positions for the trained home economics woman are not numerous. A few newspapers have followed the lead of magazines and established laboratories for cooking and testing food. The *New York Tribune* was the first to start a "newspaper kitchen"—called now "The Herald Tribune Institute."

These scientifically conducted departments have proved of value to newspapers in promoting "consumer contact." By this is meant bringing the housewife or consumer in direct contact with the food products and household equipment of the manufacturer and distributor. This contact is achieved by actual testing of the products—that is, cooking with them and using them in the newspaper kitchens and inviting the public to observe the results. In addition the director is the source of scientific information on home-making and gives this service personally and in the pages of the newspaper in the form of recipe articles and articles on home-making, forums, personal letters to readers, etc.[3] She may also give talks over the radio on household topics.

[3] Readers may study such typical departments as the Institute of the *New York Herald Tribune*, the Better Homes Bureau of the *Boston Herald-Traveler*, and the Household Economics Section of the *Los Angeles Evening Herald* and that of the *Tulsa World* (Oklahoma).

A few newspapers employ college-trained specialists who present editorial matter in the newspapers or in radio talks but do not conduct laboratories.[4]

Advanced eastern papers have women writers who examine local shipping and market houses, market dealers' stalls, etc., for the civic side of the food situation.[5]

Beyond a doubt the future for the trained home economics woman on a newspaper is just opening. Newspapers are realizing that they can attract the scores of advertisers of food products and household equipment by a scientific editorial department, to which the housewives of the community can look for authoritative material. It remains for the home economics woman interested in such a career, to secure newspaper experience to enable her to conduct such a department successfully. She must be able to translate her technical knowledge into readable articles that have a popular appeal.

Opportunities on Syndicates.—Some home economics women write for syndicates, especially those who have specialized in foods. They may also syndicate their own work, basing their writing upon experiments in their own kitchen laboratories. If they are teachers of home economics, the college laboratories of course are available for this work.

The chart on page 66, prepared by Mildred Weigley Wood, former chief of the home economics division of the University of Minnesota, shows the range of subjects for writing, and at the same time reveals the highly diversified "job" of the home-maker.

Testing the Subject Matter.—Up to twenty years ago, little was written on household subjects that was new or authoritative. Cookbooks furnished the sources of most

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[4] A typical department is conducted by the *Los Angeles Evening Herald.*

[5] See *Newspaper Building,* by Jason Rogers, Chap. xv.

THE HOME-MAKER'S CHART

Skill in Occupations for Responsibilities of Home-Makers — Joint Management of Home

- **Preparation and Serving of Food**
  - Food Standards.
  - Planning of Meals.
  - Dietary Studies.
  - Care of Food.
  - Scheduling and Dispatching.
  - Time Studies.
- **Construction and Repair of Clothing and Furnishings**
  - Repair of Linen, Curtains, etc.
  - Repair of Clothing.
  - Children's Clothing.
- **Care and Rearing of Children**
  - Physical Development of Child.
- **Care of House**
  - Cleaning Operations.
  - Use of Labor Saving Devices.
  - Arrangement of Equipment.
  - Care of Storage Space.
- **Laundering**
- **Purchasing Agent and Business Manager**
  - Accounts, Budgeting.
  - Analysis of Expenditures.
  - Balancing and Settlement of Accounts.
  - Marketing.
  - Cost of Food.
  - Meal Planning.
  - Selection of Shelter.
  - Selection and Replacement of Equipment. (Including Labor-Saving Devices)
  - Selection of Clothing.
- **Educational Manager**
  - Food Requirements.
  - Child Training (Reading, Play, Formation of Habits).
- **Establishing Character of Enterprise**
  - Standards for Food and Service.
  - Standards for Individual Cleanliness.
  - Standards for Order.
  - Standards for Beauty.
  - Cleanliness of Home.
  - Standards for Clothing.
  - Standards for Business Management.
- **Social Manager**
  - Atmosphere of Hospitality.
  - Recreation, Personal Community.
  - Group Relations Within Family and Community.
- **Superintendent of Plant**
  - Scheduling of Work.
  - Efficient Oversight of Workers and Equipment.

of the recipe articles. Gradually magazines realized the value of an authority who could not only write, but could also "safeguard" the material that was contributed. Well-known domestic science authorities and, later, teachers in colleges of home economics were added to magazine staffs. The final step in putting forth tested material was taken when magazines established laboratories in which staff members worked out problems in home management and cookery.

These magazine laboratories, to give them a generic name, vary in the scope and kind of work performed and in the nature of the service offered, but they are all conducted along the same general lines. They go by various names, such as "institutes," "proving plants," "school of cookery," "testing kitchens," etc.

Good Housekeeping pioneered in starting such a laboratory. Its institute was established in 1908 by Mildred Maddocks Bentley, to test household equipment and recipes and find better methods of home management, in other words "to make a gift of time to the hard-pressed housewife."[6] It has three laboratories: a cookery laboratory, a laundry laboratory and a laboratory of engineering and research. In the last two all household devices sent in by manufacturers are tested and if approved, the manufacturer is given a seal of approval, with which he may stamp his product. This seal is of obvious benefit to the manufacturer; it is of benefit to the dealer, who handles these goods; it acts as a buying guide to the housewife. To this triple service, is added the editorial service presented in the magazine pages, in which results of testing appliances and recipes are set forth by staff writers.

Beside its institute, *Good Housekeeping* maintains a "Good Housekeeping Studio" in which problems of interior decorating and furnishing are first worked out before they are

[6] See *The Story of Good Housekeeping Institute*, issued in booklet form.

described. *Modern Priscilla* tests textiles in its "proving plant" which is unique in that the housekeeping editor lives in it. This publication has worked out many novel and unusual problems of home-making in its laboratory. *The Forecast* tests not only for itself but for other magazines.

To discover the most practical methods of home-making and the most economical as to time, energy, and money, every type of problem is first worked out in many of these, before it is described, whether pie making, washing, ironing, or making beds. Many magazines now test methods and recipes offered by contributors before they are published.

Thus home-making has become a *dynamic* subject and home-making material the result of research work and scientific experimentation.

This "laboratory idea" has by no means resulted in barring the woman who writes from home experience, provided her contribution shows successful experimentation and is constructive in its suggestions to the housekeeper.

How the Subject Is Presented.—Home-making is presented in a variety of ways. (1) It may be in the form of expository articles which may be developed by narration and description or even by narration alone. Their purpose is to inform or instruct. (2) It may be presented in the form of a chart, table, schedule, calendar, primer, dictionary, questionnaire, quiz. (3) It may be in the form of reader contributions such as recipe contests. (4) It may be in the form of a signed editorial by some authority. (5) It may be in pictorial form in which methods and processes are told largely in pictures.

The purpose underlying most home-making material is to instruct the home-maker. However there are many subjects related to home-making that may be discussed from a popular, nontechnical point of view, merely to give her information. The instructional type will be considered chiefly here.

Planning the Article.—After the writer has chosen her subject, she makes sure that she has enough material to fulfill its purpose. Suppose she decides to write upon the pleasure and practicability of dining on the porch in summer. Before she can *instruct,* she must have worked out *new* ideas and schemes for this. They may be ideas for new dishes to serve; they may be ideas for devices and conveniences to make porch dining easy, such as certain kinds of cooking utensils to use on the table or grills to keep the food warm, or a special tea cart; they may be ideas for the most practical and useful furniture—table, benches, porch cupboards, etc. Whatever the ideas are, they must represent concrete suggestions for the housewife to follow. Whereas, formerly, writers sugar-coated the practical with fiction, for they thought they must have a framework of a story at least, today they rely upon their *facts* to put the subject over. As a trade magazine is published for every business, so the household and cookery pages of magazines make up the trade information for that most important business—home-making.

Outlining the Article.—No matter, then, what aspect of home-making she writes upon—cooking, home furnishing, budget making, proper choice of textiles, the making of kitchen curtains—she needs an outline to enable her to include all the essential points, to set forth her facts in a logical manner and to give each point the necessary amount of space. In the following article notice how the writer has arranged her material in logical order: (*a*) fundamental equipment; (*b*) necessary tools; (*c*) method; (*d*) additional suggestions for tools:

THE DAILY DISHES

[*a*]

The daily dishes, like our poor relations, are always with us. In some homes dishwashing may be min-

imized to a once-a-day task, but even that may be made perfect drudgery or really agreeable, depending entirely upon the equipment available and the methods used.

The first requisite is a sink installed at a convenient height. In spite of their beauty, the white porcelain or enameled iron sinks lose all their efficiency when they are set too low for the worker. At Good Housekeeping Institute we have had sinks installed at various heights and used by a great many workers. From this experience we have concluded that a sink set at a height of thirty-five inches from the inside working surface to the floor is a very comfortable working height for the average woman ranging from five feet two inches to five feet six inches. For a person shorter than five feet two inches, thirty-four or even thirty-three inches is a better height.

Our next bit of advice is to install a sink cabinet. This may be located directly above the sink, or to one side of it if windows interfere. At any rate, have it close enough so that the necessary cleansers and brushes will be within convenient reach.

[*b*]

Regardless of whether you use the machine method of washing or hand method, the following supplies and equipment should be in every well-equipped sink cabinet. The first is soap in cake, flake, powder, or jelly form. Just a word about soap—in cake form it undoubtedly lasts longest, because of the fact that there is less chance of its being wasted. However, in flake, powder, and jelly form soap is much more convenient to use. A mild, white soap is least harmful to the hands. In addition to soap there should be fine steel wool and a friction cleanser for cleaning cooking utensils; a woven-wire cleaning cloth, also for cooking utensils; a soap shaker; a dish mop especially for washing dishes by hand; a percolator brush; a vegetable brush; and finally a bottle of hand lotion and a finger-nail brush. Although the bathroom might seem the logical place for the last two items, the person working in the kitchen will find that her hands will remain in much better condition if a sec-

ond set is kept in the sink cabinet. The large equipment, of course kept elsewhere, should include a dish-pan, a dish-draining rack, a sink-strainer, and linen; *i.e.*, dish-cloths, dish towels, and hand towels.

[*c*]

As for the actual method, we want to reiterate a few fundamental principles which to the experienced housekeeper will be mere repetition, but to the beginner should prove of interest. Temperature is an important consideration in dishwashing. Heat will harden albuminous material like egg and will make it very difficult to remove from a dish. Therefore, when stacking the dishes, always fill with cold water those which have had material of this nature on them. Starchy foods, such as batters, doughs, cereals, etc., become gluey when hot water is poured on them. Soak them, too, in cold water.

The temperature for the wash water should be moderately hot, about 120° F. The water for rinsing should be as hot as you can obtain. The hotter the rinse water, the quicker the dishes will dry. The secret of agreeable dishwashing is to have plenty of clean, rich suds and to change the water frequently. Clear hot water for rinsing has always been the accepted method. We have found, however, that dishes rinsed in clean, sudsy water will have a much better gloss than those rinsed in clear water, and if the soap is mild and thoroughly dissolved, there will be absolutely no danger of a soapy flavor on the dishes.

[*d*]

A dish mop will help considerably in keeping one's hands out of the water. If the dishes to be washed are few in number, a quick method is to hold them under the faucet and use a dish mop, dipping it in a bowl of rich suds to swab them with.

An appliance which helps in keeping the worker's hands out of water is the faucet dishwasher. This is usually a small outfit consisting primarily of a spraying nozzle, a soap container, and a hose attached to the faucet. The dishes are placed in a draining

basket and are sprayed first with sudsy water and then with clear water, if desired. Unfortunately, these dishwashers, like all other dishwashers we have used, will not wash pots and pans one hundred percent clean. Where food has actually cooked *on* a utensil, it needs some sort of abrasive to remove it. Some dishwashers are provided with a fiber brush for this purpose, and it is a help.

The large dishwasher is practical for a family of four or more. However, it should be permanently installed, to be a real help. If carrying or lifting water is necessary, the efficiency of the machine is decidedly reduced.

Good Housekeeping

Beginning the Article.—Writers may easily overdo the attention-getting lead, especially for a subject of this nature. The smart, catchy, flippant lead that gives no hint of the real subject matter, irritates the average reader. There is no harm, however, in starting off in a sprightly manner, with a figure of speech that instantly flashes a picture before the mental eyes, with a colorful description or a paragraph of narration. There are of course many ways of beginning and these suggest only a few:

1. *Direct Approach*

COME INTO THE KITCHEN

House room is precious nowadays. High rents and the scarcity of homes have forced many women into making every inch of space count. The wise householder has discovered that she can waste as much money in paying rent for large rooms of which only a part is used as she can in buying recklessly when she goes to market.

A large kitchen that is used only for cooking is an extravagance. Many women are learning to make full use of the waste space in most old-fashioned kitchens by turning them into kitchen dining-rooms.

These rooms have a capacity all their own for expressing the taste of their owners. I saw this demonstrated last winter on the Riviera.

All up and down the orange-scented shores near Monte Carlo, are tiny peasant farms tilled by slender Russians who a few years ago were princes and dukes. Today, penniless refugees, they are living among the French peasants in cottages so small and primitive that they might better be called huts. Sleek princes are planting onions; soft-fingered princesses scrub and cook. The families eat, just as their neighbors do, in the kitchen. With perhaps less money than the peasants, the princes have managed to give their little homes an air of sophistication and a suggestion of the refinements of life. Genuine peasant kitchens are often cozy and beautiful, but they have not this little something that makes a room look sophisticated.

Charm[7]

2. *Narration*

"ONE LUMP OR TWO?"

A CHAT ON THE ETIQUETTE OF AFTERNOON TEA

By MARGUERITE GOVE

A friend of mine who is a very grand lady, indeed, as well as a person of charm and intelligence, has just returned to America after two years of foreign travel, during which she visited many persons of distinction in Orient and Occident.

She has always been regarded by her friends as a real "arbiter elegantium" in social matters and thus when she asked me to drop in on her for a chat and a cup of tea, I "dropped" without a moment's hesitation. I felt sure that I should come away with reliable data on the very last letter of the formal part of informal tea.

And I was not mistaken. As soon as she had greeted me and had made me feel that I was the one person whom she had missed most keenly and the first with whom she wanted to share the joy of remi-

[7] Published by L. Bamberger & Co. Publishing Company, Newark, New Jersey.

niscence, I was introduced to the "fourchette coutante," which, as its name implies, had its origin in Paris.

Woman's Home Companion

3. *Description*

CATERING FOR THE MAH JONGG OR PUNG CHOW PARTY

When wise old Orientals of high degree and profound statesmanship sought relaxation they solemnly, politely and oh, so carefully played the ancient game of Mah Jongg. In the blandest of tones they uttered that final word which ended the game, then, after a careful adding of the scores, settled back to sip innumerable cups of amber-colored tea.

We in America have fallen madly in love with this game that could be played in China only by those of high birth. We try to emulate their punctiliousness and courtly manner; we build anew the Great Wall of China as carefully and correctly as we are able. In the most decorous tones we announce our progress, Mah Jongg, or Ma Chiang, or Mah Cheuk, or Pung Chow—whichever name our particular set of tiles boasts.

Then, having finished the game and totaled the scores, we relax around the table and wonder what kind of food our hostess has provided. No tiny cup of tea suffices us!

If it is your turn to be hostess, surprise and delight your guests by decorating your table with a pagoda cake and making Mah Jongg sandwiches.

Ladies' Home Journal

4. *Allusion*

WHEN CANNED VEGETABLES MASQUERADE

By Florence Taft Eaton

"The winter of our discontent," I have usually found, is the result of too much monotony along the line of vegetables. Spinach and Brussels sprouts,

Brussels sprouts and spinach have been served *ad nauseam,* and plain canned vegetables are greeted with a groan. To avert the chorus of complaints, I began disguising in company dress canned beans, peas, corn and other vegetables, and found the new dishes so satisfactory that I am passing them on to other Slaves to the Royal Appetite—that noble organization which has never been knighted.

In winter it is important to save every bit of leftover, whether the canned vegetable is purchased or put up at home. Even one tablespoonful of tomato will add flavor to a soup or stew, and a spoonful of peas or beans adds nutriment to a salad.

Ladies' Home Journal

5. *Question*

PEANUT-BUTTER DELICACIES

By Lucille Brewer and Alice Blinn

Remember the old days fifteen or twenty years ago when the peanut was more or less a social outlaw and an attaché of the "peanut gallery" and the circus? It was part of the show in both of these places and the crunching of shells and the munching of nuts furnished much of the local color.

In those days the nickel bag of salted peanuts was unknown and salted peanuts of high quality used as after-dinner nuts in rivalry of the aristocratic almond were not yet dreamed of. Peanut butter and peanut oil, now important products of the culinary world, were also out of the picture.

As a food, the peanut today has a staunch reputation.

Delineator

Style and Diction.—The beginner should not attempt colorful writing at the expense of a simple, natural, clear style. She should try, however, for occasional vividness of expression and so avoid the dullness that characterizes much

of the writing on home-making. In the following, the writer employs a figure of speech to lift the beginning of her article on cooky recipes above the commonplace:

> We are making frocks and wraps from grandmother's crocheted shawls, imitating great aunt's crocheted antimacassars and cross stitched stocks. Where better to delve for treasure than into grandmother's cooky crock?

Or a writer gives an unexpected turn to a thought as this one on kitchen equipment does:

> "Lay it on the table" may be a safe thing for a chairman to say, but not so in the kitchen. Laying a thing on the kitchen table is a serious and often an expensive performance, especially when the top has not the proper counter surfacing.

The directions must be given in as few words as possible, without too technical expressions. The writer should avoid the patronizing tone in which many fall unconsciously when giving directions, evident in such expressions as "now don't forget to do this or that." She should avoid erudite allusions, long words, and sentences which writers employ in an effort to make their work "literary."

Need of Accuracy.—Material on home-making must be accurate. This presupposes that the writer has worked out the theories and principles she sets forth in a thorough and exact manner, so her information can be relied upon. She must keep in mind that her writing is as much for the inexperienced as for the experienced home-maker.

I. Foods

Subjects.—The home economics woman who writes about foods may be called a "food specialist." If her work is chiefly with new foods, which she tests in magazine or newspaper laboratories, she may have the title "food tech-

nician." If she writes about diet making rather than menus and recipes, the term "dietician" may be applied to her. The most common type of food article is the recipe or menu article which gives suggestions to the housekeeper both for everyday meal planning and for special occasions. Methods of cookery and peculiarities of diet in different sections of the country and abroad, methods and recipes of successful chefs, caterers and tea room and cafeteria proprietors, all reveal possibilities for subjects. Seasons suggest an endless array of subjects since meal planning and household routine vary with them. Material related to a special season, must however reach the editor's desk a calendar "season" in advance of publication.

The Recipe Article.—The recipe article is in reality a compilation under some general inclusive head like "Tested Recipes." Or the recipes may be related to each other to permit of a more descriptive label. When they are related, the writer can tie them together with a general lead which points out that they are for guidance for health, economy, entertainment, the festive holiday event, use of new foods on the market, etc. The recipes follow the lead and may be separated by subheads or be incorporated in the article without subheads.

TABLE TALKS

By Alice Irwin

At this New Year season, the high tide of hospitality is reached. Everyone is entertaining or is planning to make some return for hospitality. Some of us give elaborate luncheons and dinners; many of us are more interested in just what to offer our guests for refreshments at simple afternoon and evening parties.

Afternoon tea at home is most enjoyable when it is simple. At this time of the year, the housewife who has made fruit cake for Christmas and New Year

need only supplement it with sandwiches or cookies and tea to have her refreshments all prepared.

Sandwiches for afternoon tea should be small and thin—and plentiful. Several kinds are usually prepared. Three kinds which go well together are pimento, cream cheese with walnuts and orange marmalade. Cut into tiny squares or triangles and arranged in sandwich baskets, these bits of color look most inviting.

Orange Pekoe is the choice which most hostesses make for their tea. It may be served with milk and sugar or with lemon and sugar in the Russian fashion. An attractive way to fix the lemon is to cut it in thin half-slices, leaving the rind on, and into each slice stick two cloves. Thin half-slices of orange and tiny pieces of candied ginger add to the list of accessories which may be served also.

Toast lends itself particularly well for afternoon tea. The bread should be cut in thin slices and the crusts removed, toasted a golden brown and buttered. Cinnamon toast is another favorite which never loses its popularity.

The French are particularly fond of patisseries with their afternoon tea—the tiny French pastries which are so marvelous in their color schemes. They are really much simpler to make than one would think. A plain sponge cake is the foundation for them; this is baked in layers which are only half an inch in thickness and then two layers are put together with jelly between them. Next the cake is cut into one-inch cubes which are covered with butter cream icing and then decorated. Tiny cream puffs not more than an inch and a half across are really easier than any cake to make and have the charm of novelty.

Los Angeles Evening Herald

Presenting the Recipe.—There are certain minor points of style to observe in writing the food article that contains recipes, especially in the presentation of the recipe. Before submitting an article to a publication, the writer should note the latter's practice and make an effort to conform to

it. She should observe whether each recipe has a subhead. Also she should note whether the ingredients are listed at the top, followed by the method; whether the amounts given are in figures or written out; whether abbreviations are used; whether the magazine has an "up-style"—that is, use of capitalization; and finally whether in the description of method, whole or incomplete sentences are used. Note the practice of this magazine:

SPINACH AND CHEESE CAKES

1 Carton of Dehydrated Spinach—2½ ounces
¾ Cupful of Grated Cheese
⅛ Teaspoonful of Soda
¼ Teaspoonful of Pepper
¼ Teaspoonful of Paprika
2 Tablespoonfuls of Butter
1 Teaspoonful of Salt

Cover the spinach well with cold water, bring slowly to the boiling point, drain, add boiling water, soda, salt and cook until tender. Drain, chop fine, add half a cupful of the cheese, the pepper and paprika and more salt if needed. Cool and form into little flat cakes. Place on a buttered pan, sprinkle with the rest of the cheese and dot over with bits of the butter. Brown in a hot oven. This amount makes eight small cakes.

Ladies' Home Journal

Make-up of Recipe Article.—The average recipe article lends itself to attractive make-up as a study of the magazine page reproduced shows. The material breaks up easily, especially if the recipes are set off by subheads. Notice that effectiveness is secured by variety of type, use of initial letter and indentations, and good "art" or illustrations to dress the page. Many magazines make use of "boxed material." Facts in the story may be summarized or additional facts may be written up and set in a box in the center of the page or at the bottom.

Titles.—It takes practice to compose a title that is arresting, yet accurate in its description of the subject and that does not repeat the idea in the lead. In the following, ob-

serve that there is an arresting idea in the title, subtitle and lead without a word of repetition:

MODERN MIXERS IN THE KITCHEN

The electric and hand-operated rotary devices which minimize labor and attain the maximum of results

By Ethel R. Peyser

Are you a culinary rotarian? Or do you still beat it by hand? The Kitchen Rotary Club is becoming a real factor in culinary economics.

House and Garden

In the following, the head writer relies upon a striking figure of speech to make the title arresting:

Catching Jack Frost for Dog-Day Meals
Canning Without a Casualty
Giving Cabbage a New Character
From September to April With the Oyster
The Grape Returns to the Table
Give the Quince a Chance
Self-Expression With the Preserving Kettle

Or a descriptive word may be added to a bare label:

The Versatile Tomato
Push-Button Cookery
Renaissance of Hot Bread

The writer may make use of a pun, rhyme or alliteration for an effective title:

Can What You Can in August
Scan the Spice Cans
Salad Days and Ways
Cooking That Does Not Cook the Cook
What Puts the "Pop" in Popover?
Secrets of Savor and Flavor
The Well-Bred Cake
Do You Know Beans?

What spiced imaginings are conjured up by the mere mention of the Christmas feast! The plum puddings darkly rich with raisins and spice! The savory mince pies!

The fruit cakes richly iced and garnished! The nuts and raisins and candied fruits! Here are recipes for making all these holiday goodies in the home kitchen

To Grace the Holiday Feasts

By Lilian M. Gunn

Department Foods and Cookery, Teachers College, Columbia University

HOLIDAYS mean vacations, home coming and festivities. Everything possible should be made ready several weeks ahead, and have the larder stocked with goodies. Fruit cakes, mince-meat and plum puddings should be made well in advance of Christmas. Have the cooking so well planned that all will move like clockwork when Christmas comes, and no one shall be too worried or too tired to enjoy the holiday entertaining and share the Christmas fun.

HOLIDAY FRUIT CAKE

3 cups currants
[illegible] raisins seeded and cut
[illegible]
[illegible] cup fat seeds, blanched and [illegible]
[illegible] cup candied pineapple
[illegible] cup candied orange peel
1 pound flour
[illegible] teaspoon salt
1 pound butter
[illegible] cup molasses
[illegible] teaspoon soda
[illegible] cup water
1 pound light brown sugar
[illegible] eggs
1 pound flour
[illegible] teaspoon salt

Wash the currants by rubbing into them one tablespoon of flour for every pound and then washing a few at a time, by putting them in a strainer and letting the cold water run over them. Rub dry between the folds of a towel. If you use seeded raisins they need not be washed, but looked over, any stems or seeds removed, and then cut fine with a knife. Slice the citron very thin and cut into half-inch pieces.

Cream the butter, add the sugar slowly; mix the spices with the flour; then mix the fruits and add the flour and the nuts.

Beat the yolks of the eggs and add them to the butter and sugar, mix with the flour and fruit, add the liquid and then the whites of eggs beaten stiff. Be sure the ingredients are well mixed.

Line the tins first with manilla paper, then waxed paper and fill with the cake mixture packing it into the tins. Bread tins are good for this purpose.

The cake is better when steamed for four hours instead of baked. To do this cover the top of the pan with a layer of manilla paper a layer of waxed paper and a piece of cheese-cloth. Tie this on with white string. If the cake seems wet—not moist—when taken out of the steamer let it stand over night lightly covered, and dry in a warm oven with the door open. Or, you can bake it for four hours in a very moderate oven (about 250 degrees Fahrenheit). When cold, wrap in waxed paper and cheese-cloth and keep in a tightly closed tin. The cake will keep for a year or more.

NEW YEAR'S CAKES

[illegible] pound flour
[illegible] cup sugar
[illegible] teaspoon salt
[illegible] teaspoon cinnamon

Cream the fat with the sugar gradually and heat. Add the yolks of the eggs, beaten until lemon colored. Sift the mace with the flour and add the caraway seed, add to the first mixture. Add the milk and then the eggs which beaten stiff. Beat the mixture vigorously. Bake in small, individual pans or in one large pan and cut in fancy shapes when baked. It should bake about thirty-five minutes in a moderate oven (350 to 360 degrees Fahrenheit). If preferred, the caraway seeds may be thrown over the top of the cake just as it comes from the oven, and the candies sprinkled over it like a frosting.

covered with colored sugar, the cake brushed with white of egg and then the candies sprinkled over it like a frosting.

PUNCH FOR THE HOLIDAY PARTY

[illegible] cup sugar
[illegible] quart water or sweet cider
[illegible] teaspoon cinnamon
[illegible] teaspoon clove
[illegible] teaspoon cloves
[illegible] teaspoon allspice
[illegible] teaspoon ginger
[illegible] cup lemon juice
[illegible] cup orange juice
[illegible] cup pineapple juice
[illegible] cup tea infusion
[illegible] quart ginger ale

Cook the raisins in the water or cider for fifteen minutes; remove the raisins, add the spices and cook slowly for ten minutes. Strain. Put back the raisins, add the other ingredients, and when ready to serve add the ginger ale.

CHRISTMAS PLUM PUDDING

[illegible] pound raisins seeded and cut
[illegible] pound currants washed and dried
[illegible] pound candied fruit (orange peel, candied apricots, [illegible] cup candied pineapple)
[illegible] pound citron sliced and cut
[illegible] eggs
[illegible] pound suet chopped fine
[illegible] pound bread crumbs (do not use flour for this)
[illegible] cup flour
[illegible] teaspoon salt
[illegible] teaspoon cinnamon
[illegible] teaspoon allspice
[illegible] teaspoon clove
[illegible] pound brown sugar
[illegible] cup fruit juice (orange, lemon, or other juice left over from [illegible])

Mix the spices with the flour, add the fruit, then the suet, crumbs and the sugar. Beat the eggs until light and add them to the dry ingredients. Add the liquid. Pack into well-greased molds and steam for four hours. When ready to use steam forty-five minutes. Serve this pudding preferable with hard sauce.

CANDIED GRAPE FRUIT PEEL

Remove the peel from the grapefruit in quarters. With the bowl of a silver teaspoon remove all the white until the yellow skin shows. Then cut in thin strips. Cover with cold water, bring slowly to the boiling point and boil just one minute. Drain and put on more cold water. (This removes the bitter taste of the peel.) Cook until the strips are tender. Drain, saving the water in which it is last cooked. Make a sirup of one-half cup of the water and one cup sugar; cook two minutes, put in the grape fruit peel. Cook very slowly until most of the liquid is gone and the remainder spins a thread from the tines of a fork. Drain a little at a time and toss in granulated sugar. Work quickly when draining and tossing in the sugar as the peel will sugar in the sirup if it stands too long.

FIG PUDDING

1 pound chopped figs
[illegible] cup dried chopped date
[illegible] pound bread crumbs
[illegible] cup hot water
[illegible] cup light brown sugar
3 eggs
[illegible] teaspoon cinnamon
[illegible] teaspoon nutmeg
[illegible] cup orange juice

Mix the dry ingredients and then add the moist ingredients with the eggs well-beaten. Steam three hours. Serve with a hard or foamy sauce.

GRAPE FRUIT DE NOEL

Peel the grape fruit and remove the pulp in sections. Cut the sections carefully in halves. Marinate for one-half hour. Drain, and stand the pieces to form a dome on crisp lettuce leaves. Place a narrow strip of green pepper or pimiento between each section running from the center down to the plate. Cut a piece of pepper with a fancy cutter and place on the top or garnish with a few green grapes skinned and seeded. Serve with mayonnaise or French dressing.

MINCE-MEAT

1 pound lean beef
[illegible] cup candied citron, fine
[illegible] cup raisins seeded and chopped
[illegible] cup currants
[illegible] cup suet chopped fine
2 lb. apples, [illegible]
[illegible] cup fat
[illegible] cup sugar
[illegible] cup molasses
[illegible] teaspoon salt
[illegible] teaspoon cinnamon
[illegible] teaspoon allspice
[illegible] teaspoon clove
[illegible] teaspoon nutmeg
[illegible] teaspoon mace
[illegible] teaspoon ginger
[illegible] teaspoon [illegible]
[illegible] teaspoon [illegible]
[illegible] teaspoon [illegible]

Classic and homely quotations inspire many titles:

Making Our Daily Bread
New Dishes for an Old Feast
Out of the Frying Pan

The Newspaper Food Article.—The household editor who has had no home economics training at present outnumbers the trained home economics editor on newspapers. Some suggestions for presenting worth-while material without scientific knowledge of home-making are given here.

She can obtain helpful information from the many bulletins published by the government, by states, colleges, welfare agencies and educational organizations. There are possibilities of which many papers take advantage in interviews with local butchers, grocers and bakers who can advise on buying household supplies and on judging foods, and in many other ways impart important information to the housewife.

The market story provides good copy. It may inform the reader as to prices, new foods on the market and give advice as to the proper time to can and store certain fruits and vegetables. This can be obtained from a market stall, where farmers bring their wares, from a permanent indoor market which many cities have or even from a reputable grocer. A good example follows:

AT THE CITY MARKET

There were almost as many green vegetables on the market today as there ever are in mid-summer and the prices are not much higher than they have been the past two summers. With old beets and parsnips selling from the wagons at 40 cents a bushel the careful housewife—if she rises early—can feed her family at a small outlay.

But if she aims to feed them at a small outlay, she will not look upon the strawberry when it is large

and luscious and very red, freshly arrived from Florida and selling at 75 cents wholesale. Instead she will buy carrots at two bunches for a quarter, oyster plant, two bunches for 15 cents, mustard green at two bunches for a quarter or even young beets at 10 cents a bunch. Apples, including winesaps, retail at 50 cents a somewhat small basket. Oranges range from 45 cents to 75 cents a dozen and very good grapefruit at two for a quarter.

Black walnuts look fine and fresh at $1.50 a bushel and may be bought at 35 cents a pound. Honey is 40 cents and 45 cents in the comb. Rabbits are 15 cents a piece. Hens are 38, frying chickens 45 and broilers 55 cents.

Butter has not changed in price, 60 cents buying the best creamery and 58 cents the best tub. The highest priced cheese is domestic Swiss, which sells at 80 cents and not a pound of imported Swiss to be had in the country, according to the local dealers. Fish stalls quote fresh red snappers at 30 cents, catfish 25, smelts 25, black bass 35, and lake trout 30 cents.

Kansas City Star

Recipe contests on newspapers result in obtaining cookery material from the widest possible sources. In the selection of prize-winning recipes, the household editor might secure the coöperation of a teacher of domestic science in the public schools or of a teacher of home economics in a college.

Syndicate material may be "dressed up" to give it individuality and to some extent to localize it. The head may be changed from day to day, a vital paragraph set in a frame or box and current market prices in that locality given. Some newspapers use a head like this:

[NAME OF NEWSPAPER] COOKBOOK

This suggests to the reader that she clip and file the material regularly. If the articles are set in even columns, this will be easier for her. Magazines, newspapers, and syndi-

cates sometimes put out recipes in the form and size of filing cards.

The Syndicate Food Article.—It is most essential that the syndicate food article be usable in every part of the country. For instance housewives in Florida use freely fruits that are rare and expensive delicacies in North Dakota and Maine. Housewives in California may add vegetables to their daily menus that would not be seasonable in Minnesota. The writer should avoid giving menus and recipes that are not practical in every section of the country, though she may from time to time describe dishes that are famous in certain sections of the country just as the magazine writer does.

Exercises

(Title and subtitle should accompany every article written on this and succeeding subjects under this chapter heading.)

1. Write an article on "Salt," giving all of its uses, medicinal and culinary. Accompany the articles with an outline.

2. Send for a government bulletin or college bulletin on soap making and write an article on the subject in the first person as if you had worked out these processes yourself.

3. Work out a good menu for a Sunday night chafing dish supper. Write a general lead and give four or five recipes, which you have actually tried. Study the recipe article given here for method of presenting the subject.

4. Write an article on the proper foods to include in a child's school lunch, with a health publication as a possible market for it.

5. Write an article on some kind of entertainment which you have actually arranged—a large tea, birthday party, luncheon, festive holiday affair. Assume it is to be a page feature. Write lead, recipes, title, subtitle, and suggest material that may be put in a box on the page.

6. Go to a large grocery store and interview the market buyer on prices of any new foods, tell where they come from and their value from a nutrition standpoint.

7. Interview a butcher or proprietor of a fish store on the subject of judging fresh fish. Include recipes for use.

8. Suggest a series of household subjects you might sell to a syndicate. Select title and name under which the series might be written and write at least four samples.

Additional Reading

Bailey, N. Beth.—*Meal Planning and Table Service.* (Manual Arts Press, Peoria, Ill.)

Berry, Pauline.—*Chemistry Applied to Home and Community.* (J. B. Lippincott Company, Philadelphia.)

Bradley, Alice.—*Cooking for Profit.* (American School of Home Economics, Chicago.)

Cordiner, Lucy.—*Right Foods for the Growing Child.* (Women's Community Council, Minneapolis, Minn.)

Crissey, Forrest.—*The Story of Foods.* (Rand, McNally & Company, New York.)

Farmer, Fannie M.—*A New Book of Cookery.* (Little, Brown & Company, Boston.)

Hawk, Philip B.—*What We Eat and What Happens to It.* (Harper & Brothers, New York.)

Kephart, Horace.—*Camp Cookery.* (The Macmillan Company, New York.)

Lord, Isabel Ely.—*Everybody's Cook Book.* (Henry Holt and Company, New York.)

Rose, Mary S.—*Feeding the Family* and *Laboratory Handbook of Dietetics.* (The Macmillan Company, New York.)

Treat, Nola, and Richards, Lenore.—*Quantity Cookery.* (Little, Brown & Company, Boston.)

II. Household Equipment

Opportunities.—Opportunities in the home equipment field are limited to some extent to those who are working with household appliances in magazine and newspaper laboratories, in college laboratories, and in those maintained by home economics consultants, because appliances must be tested by experts using scientific methods. There are, however, several less scientific phases of the subject which the woman working in her own "home laboratory" could write upon. Colleges which maintain home management houses in

which problems of home-making are worked out under normal home conditions, are well equipped to teach this phase of the subject and to make important contributions to scientific home-making. The appliance specialist may conduct a department of household engineering in a magazine of interior decorating and architecture and write for a variety of trade magazines and technical publications.

Subjects.—As in foods, there is no standstill in the subject, for new appliances and devices are constantly coming on the market suggesting articles upon their use, care, testing, repair, choice. There is the general subject of sanitation of the home with its topics of plumbing, plumbing fixtures, heating, water supply, ventilation. Also the general subject of home planning for the housekeepers' needs gives the appliance specialist many ideas for writing. The range of subjects is exceedingly wide.

ARE YOU AN ELECTRIC FAN?

Ethel R. Peyser

I think it is the Society for Electrical Development that distributes a photograph showing a lady reclining near an electric fan as if she were languishing amidst shore breezes. Well, this is going to be the text of my remarks, that the electric fan can cool the home in summer and warm the home in winter. The fan is not only a draught maker; it has many other wonderful functions.

Many people won't have an electric fan because they say it gives them neuralgia. This is a most absurd calumny, though it is as true as if you were to say, "I won't have a stove in my kitchen for if I sat on it while it was hot I'd be mighty sorry," or again, "I won't have garden hose because if I play it on myself I'll get wet!"

People suffer so unnecessarily in summer, when with a fan or two their homes might be delightful places in which to work, play or sleep.

Bring the mountain breezes into the home! They are inexpensive and yet truly priceless. Bring, too, the southern breezes in winter. Wait, I will tell you how. Here is the mighty paradox: this fan so wondrous in summer turns around (as it should, or it would be a futile electric fan), and helps give charm and comfort in the winter. You see it is no fair weather friend; it is for all seasons!

In many rooms it is difficult for countless reasons to get heat into all corners. Here's where Fanny Bliss comes in. If you place her near your radiator she will distribute the heat by throwing it about. And the air, heated, will not be able to settle down for its winter nap but will circulate about. And it is just as necessary in winter as in summer, if you want well ventilated rooms, to have the air slightly moving. In summer this is more easily understood because moving air evaporates the moisture from your body, and gives you the necessary relief from depressing heat.

Another thing that the electric fan does with great ease and simplicity is to send odors "packing." If the air is dead the odor remains, but placing a fan near the window or flue carries from kitchen or laundry odors which can make or mar one's life in either of these important rooms. Here the fan is an exhaust as well as a fan.

For the bobbed or unbobbed the electric fan makes the home shampoo an easier task. In summer, the air trained on the hair for a short period of time is refreshing and dries the hair rapidly and naturally. In winter near the radiator the warm air stirred and aimed at your hair is also pleasurable and makes "dryness" possible without the aid of prohibition officers!

The electric fan has taken a most important place in the preserving of fruits and vegetables. With it, it is now possible more easily to dry out these edibles so that they can be stored for future consumption.

The fan hastens the process of drying by supplying a ready-made, ever streaming supply of air, and you can subtract the supply of water from the foods (or dehydrate them), at home with comfort and dispatch.

To dry clothes rapidly, too, if you don't possess a dryer, and if the weather on drying day is bad, why not subject them to a fan's caress? The fan is so useful in this capacity that as a "dry agent" it has no equal! Why, even some manufacturers of clothes dryers use the fan inside them to swash the air to dry the laundry.

If you are engaged in any handcraft work which needs swift glue drying or fabric drying, the fan comes into use very nicely. Nothing is so maddening as waiting for glue and the like to dry, but with the fan in play, you can do all this handcraft work with pleasure and dispatch and save the waiting periods.

Fans can be attached to the regular electric outlets, as simply as your lamps and toasters. They are usually made in two or three sizes. Each one is merely a metal fan of usually four blades mounted upon a shaft which is connected with a good motor. Now a good motor is never a cheap one, so a good fan can never be cheap. Beware of those that sell very cheaply, because they will often die before you've had your money's worth.

They should be noiseless or as nearly noiseless as anything can be which whirrs in the air. There should be no *machinery* noise. As soon as there is, something is wrong. Get after it.

If there are children about, or if the fan is down within anyone's inadvertent reach have it protected with a wire cage, for there isn't anything so "cagey" in the world as an uncaged fan if you interfere with its round of duties! It can be more cutting than your worst enemy!

Now to be very practical, there are many kinds of fans. There are those that oscillate, that is, those that have two or three directions, flinging the air agitated not only in front but on two or three sides; the non-oscillating fan, which has the steady breeze in one direction; those that have two and three speeds and those that have but one. Then there are ceiling fans with the span of their blades measuring about fifty-two inches. These, of course, are better for public places or for the laundry or kitchen or nursery, where they are out of meddlers' paths.

The fans such as are used in the kitchen, inserted in the windows are called exhausts as they draw out air even as they draw in the cooler air from outside.

You should be able to get fans pretty much as you desire, since they come small enough for desks, for wall panels, for pedestals, for ceilings. They range from about eight to sixteen inches in height. They weigh from about four pounds upwards, and cost from about $10 to $35 for the non-ceiling types. The ceiling fans are of course more expensive.

They are finished in lacquered brass or enamel. Some are very dressy and since clothing always costs, the better the habiliments, the greater the cost.

The ten- or twelve-inch fan is a good home buy. Don't buy a cheap fan. It won't last. My fan has lasted years but it was not inexpensive.

They must be oiled easily, all mechanism must be dustproof, they must be as noiseless as possible so that sleep or work or joy is not broken up by them. They must be silent comfort givers, not burdens. Try them before buying and go to the best maker who uses the best type of motor. Tell him whether you have alternating or direct current and save yourself trouble and the manufacturer, too. Many small fans, however, have the universal motor which works on either alternating or direct current.

Better Homes and Gardens

Exercises

1. Write an article on the use and repair of some electrical appliance you have studied, using narration in the third person.

2. Outline a 500-word article on "What Is Needed in the Broom Closet" and write the article itself.

3. Describe the proper method of cleaning a living room or bedroom.

Additional Reading

Balderson, Lydia R.—*Housewifery* and *Laundering*. (J. B. Lippincott Company, Philadelphia.)

Donham, Agnes.—*Marketing and Housework Manual*. (Little, Brown & Company, Boston.)

FALES, WINNIFRED.—*The Easy Housekeeping.* (Small, Maynard & Co., Boston.)

FREDERICK, CHRISTINE.—*Household Engineering.* (American School of Home Economics, Chicago.)

KEENE, E. S.—*Mechanics of the Household.* (McGraw-Hill Book Company, New York.)

PATTISON, MARY.—*The Business of Home Management.* (Robert M. McBride & Co., New York.)

ROSE, FLORA; CANON, HELEN; and VAN RENSSELAER, MARTHA.—*A Manual of Home-Making.* (The Macmillan Company, New York.)

TABER, C. W.—*The Business of the Household.* (J. B. Lippincott Company, Philadelphia.)

III. CLOTHING

Opportunities.—The clothing specialist may have a position as editor on magazines that pay special attention to dressmaking and handcraft. She may be a regular department contributor or submit free lance material to other magazines. She may also write for syndicates on the many interesting phases of clothing, its psychology, history, and selection. A few individual newspapers have departments of "clothes advice." Some outdoor magazines maintain question and answer departments on the subject of clothes, which offer opportunities for the woman who has specific knowledge along this line.

On some magazines the department editor may combine a clothes service with fashion news. Thus she may go to Paris and obtain first-hand information of styles, sift this carefully for wearability, good taste, and smartness and, on the basis of it, design patterns which readers may purchase through the magazines, accompanied by instructional material on making the garment.

There are also opportunities for writing advertising and promotional material for advertising agencies handling accounts of pattern companies, or for pattern companies

themselves.[8] Many home economics experts in clothing also capitalize their technical knowledge of garment making, textiles, and design by writing booklets and folders for manufacturers of undergarments, trimmings, such as lace and braid, and accessories. Or they may write this material for the advertising agencies which carry accounts of these advertisers.

Wm. Filene's Sons Company, Boston, maintains a Clothing Information Bureau that is unique. It suggests ideal work for the home economics woman trained in garment making, textiles, and budget making, since it gives a triple service along these lines to its clients. The writing connected with it includes preparation of booklets on some phase of clothing, budget booklets, and individual clothing plans.

Preparation.—The writer on clothing subjects may obtain adequate training in a college of home economics in which textiles, pattern making and principles of design as applied to clothes are taught.

Subjects and Treatment.—The successful writer for a magazine or newspaper observes the seasons and their needs and makes her range of subjects include suggestions for all classes and ages of womankind, the business woman, children, the bride, the girl departing for school, the housewife, and the débutante. Articles on various phases of clothing are of two types:

1. *Instructional*

These may be on the subject of dressmaking, fashioning millinery, and various other clothes accessories. Magazines offer a pattern service in connection with these articles. Magazines using patterns for both garments and handcraft may be divided into three classes:

1. Those magazines which are pattern magazines and plan directly or indirectly to sell patterns through their pages.

[8] Study Deltor copy in *The Delineator.*

2. Those which buy patterns from an independent company and obtain the right to sell them through the magazine with a label of their own magazine and present them more as a service.

3. Those which design patterns in their own art departments and sell them only through the magazine. They may also sell materials to accompany the patterns. This may be done as a service and for profit.

The instructional article whether accompanied by a pattern or otherwise, must consist of detailed directions for making the article. The writer must outline the process *step by step,* not omitting one that might seem unnecessary to her, no matter how trivial and detailed the directions sound. If she is guiding the reader in the fashioning of some simple article, she may make very plain line drawings and by labeling them Figure 1, and Figure 2, etc., enable the reader to visualize these steps. Notice how the writer in the *Iowa Homemaker,* Helen M. Green, in describing the method of making bias tape, has made her directions clear in this part of the article that is presented:

> A perfect square of material is cut diagonally twice which gives us four triangular pieces, Figure 1. Two of the outside edges which we call the thread of the material are placed together in the form of a square. Join the triangular pieces to form one of the squares so that one edge extends an inch beyond, if the bias strips are to be cut out an inch wide, Figure 2. The two pieces should be put together to form a perfect square, Figure 3. These two squares are then joined to form a tube.

In an instructional article, the writer should include besides directions, suggestions as to materials, cost, trimming, etc.

. Descriptive

This type of clothing article may be written either in xposition or in more chatty form. Articles of this type may

contain information on the use of trimming or selection of clothes and incidentally weave in facts about budgeting and textiles. The writer has the whole field of dress to draw from—furs, jewelry, accessories, shoes, undergarments, and the fascinating subject of color which is just beginning to be expounded by authorities.

UNDERWEAR MAKES OR MARS THE LINES OF YOUR COSTUME

By Harriet E. Ainsworth

Director of Clothing Information Bureau
Wm. Filene's Sons Co., Boston

Whatever undergarments you wear next to your outer dress will make or mar that dress you may be sure. The style of under dress has had to change with the style of outer dress—and like our style of outer dress, it has developed along the lines of bodily comfort, freedom, simplicity, and good taste.

Do you "skimp" on underwear in the clothes budget? A twenty per cent allowance is not a bit too much for underthings. The really well-dressed woman is exquisitely fastidious about her intimate things.

The well-dressed woman of today avoids—gathering strings at the waist line—stiff outstanding fabrics (like taffetas)—overdecoration of any kind such as ruffles, flounces, elaborate lace trims, tucks, and strong colors.

Think of the shoulder lines of your garments and see that they conform to each other. For instance, if one garment has a bodice top, all should have, and the straps placed in corresponding positions in every case. The positive comfort from properly adjusted shoulder straps is a thing few women stop to consider.

Watch the line a garment makes over the hip. If there is fullness, see that it comes just below the top of the hip bone.

The following is a list of underthings that some stout women wear successfully; union suit, wrap

around corset, silk brassière, silk knickers, costume slip.

Choose underwear made of good quality material always. It is poor economy to buy sleazy cottons or cheap silks. For the girl who works, who must always be freshly clad and who must do her own laundering, good silks are really an economy. They can be washed easily and pressed while damp. In buying silks select heavy crêpe de chine, silk jerseys, radium of high grade, pongee, or habutai of good weight, crepe meteor or satin crepe. For cotton undies, nainsook of the best quality is always a sound investment and so is fine batiste.

Decoration on present-day underwear is conspicuous by its absence. The finest garments are distinguished by an exquisite attention to every detail of workmanship and an almost tailored severity.

Modern Priscilla

Exercises

1. Study the dressmaking sections of the magazines and write an instructional article on making some article of clothing, which you have actually made. Accompany by design. Write two leads for it—one pointing out its appropriateness for the season, the other its simplicity, making it a practical garment for the inexperienced woman to fashion.

2. Assume you are working as a designer for a manufacturer of undergarments. As part of your research work, shop in five or six department stores for competitive makes of children's or women's underwear, taking notes on price, cut, and fabric. Submit a complete report.

3. Find out the kind of underwear that fifty girls in your college are wearing. Write an article on this data.

4. Think up at least twelve uses of bias tape. Write an article that could be used as a booklet by a manufacturer of bias tape, who wants to "educate" women in its use.

5. Write an article on the many ways that braid can be used to enhance the attractiveness of frocks, suits, waists, and even hats.

6. Write an interpretative article on the general psychology of dress.

7. Pick out the best dressed girl in your acquaintance—the one who wears the most becoming colors and the costume most appropriate for the occasion. After you have analyzed the reasons for your choice, explain them in a brief article.

8. In some novel form, like a diary or letter, present suggestions to a girl who is about to enter college, as to the clothes she will need—outer garments, negligees, lingerie, shoes, etc., based on your own experience.

9. Pack a trunk with the clothes and other articles, such as pictures, books, sofa cushions and typewriter, a college girl needs for a year at school. Describe your method.

Additional Reading

Baldt, Laura.—*Clothing for Women.* (J. B. Lippincott Company, Philadelphia.)

Butterick, H.—*Principles of Clothing and Selection.* (The Macmillan Company, New York.)

Cook, Rosamond C.—*Essentials of Sewing.* (Manual Arts Press, Peoria, Ill.)

Donham, Agnes.—*Spending the Family Income.* (Little, Brown & Company, Boston.)

Fales, Jane.—*Dressmaking.* (Charles Scribner's Sons, New York.)

IV. Needlework

Opportunities.—Successful needlework articles demand an unusual and rare combination of talents—artistic ability to make designs, skill in stitchery and knowledge of writing. This combination is so seldom found that opportunities for the person who possesses it, are unusually good. Many magazines present no material that is the work of one person, but secure designs from one source, technical information about the designs from another and general descriptive articles from still another. The few women whose names appear in the needlework pages of magazines and on many booklets of designs and patterns have spent years developing this trinity of talents.

Magazines which offer positions as needlework editors or are possible markets for needlework articles, include those devoted exclusively to needle art, dressmaking magazines, women's magazines, interior decorating magazines, and farm publications carrying household departments. Material of course must be adapted to these markets. Thus farm publications are interested in material that appeals to the farm woman who has a limited amount of time to spend on handwork for clothes and furnishings. The syndicate field presents an opportunity for material which is accompanied by simple designs and brief descriptive matter. Few if any individual newspapers are in the market for such writing, for reproduction of designs is too expensive and the matrices of line drawings which syndicates send out, meet their needs cheaply and in a practical manner. Many manufacturers of materials for needlework employ experts to write booklets describing the uses of their product and presenting general instructional material for the worker.

Preparation.—Most colleges of home economics teach a variety of handcraft subjects including decorative needlework, batik work, block printing, weaving, etc. The writer can obtain the best foundation in art in a regular art school and if she has artistic ability, she should by all means supplement her training with a complete course in design.

Sources of Subjects.—Nature with her ever varying assortment of color and design will inspire the real artist. More conventional sources are museums and private collections where the writer may find ideas for portions of patterns at least, which she may adapt to modern uses. Treasure boxes of early immigrants are often rich in suggestions for quaint old-world patterns and combinations of color. One woman's magazine presents needlework designs prepared under the direction of a philanthropic association, organized to market the fine needlework done by foreign women and girls in settlements.

Like the fashion writer, she should be ever on the scent of the new. Needlework design is almost as susceptible to world events as fashions in clothes are, and she must be ready with designs to meet the demand for them. Writes the needlework editor of a well-known woman's magazine:

> We suggested Egyptian designs three months before any other magazine because I felt that the influence of these discoveries was bound to influence fashions in embroidery. I may add also, that immediately after the Japanese earthquake, I put out Japanese designs and being first in their use, found the new cross-stitch full color sheet, carrying this influence "pulled" seven times to the other designs.

While she must have this excellent news sense and try to be the first to start a vogue, if possible, she should also supply her readers, plentifully, with designs to take care of current fads for certain kinds of handwork.

Just as in furniture and clothes, there are constant revivals of the antique and often the seeker for new ideas need look no further than her grandmother's trunk or the old heirlooms of her friends. The designer has always ready a pencil and pad to transfer a motif for anything from embellishments for a lunch cloth, to novel sweater stitches.

Some magazines send their needlework and handcraft editors abroad to visit places and countries where native women are plying interesting crafts. In this way they can get a wealth of ideas, not only for new designs but for unusual crafts for which their magazine may start the vogue.

Needlework departments in department stores which import materials and manufacturers of materials, will coöperate with her in preparing material for articles.

Selling the Article.—Articles submitted to magazines should be accompanied by a design or photograph of the finished work. In making photographs, the writer should keep in mind that it may be necessary to use different materials from those called for, in order to get a clear photo-

graph. Thus for embroidery, she might have to use coarser thread and coarser material to make a finished piece that would photograph plainly.

Designs submitted to magazines are sold on the "unit" basis. The designer may have a large design but if it has only one "unit" or "motif," she is compensated for that and not for the complete design no matter how large and elaborate it is.

Kinds of Articles.—Like those on clothing, articles on needlework may be (1) technical descriptions or directions for doing the work and (2) general description of handcraft.

In preparing the former, the writer must be accurate, specific and exact in her directions. She may describe the stitches or processes with illustrations or without, but illustrations make the steps much clearer. Methods for making pieces of handwork may sometimes be described best by several illustrations accompanied by complete texts, while the article contains only general directions as to materials, colors, etc., and possibly points out the beauty and usefulness of the handwork. The writer must make her readers visualize the work which is being described, as well as the color and texture of the materials.

The detailed directions given below are customary in writing of this kind and are part of an article in *The Ladies' Home Journal* on making appliqué rugs:

> First, cut the rug itself, and then transfer the design to it. A clear outline remains on the tissue paper, and this should be traced on thin cardboard. Then cut the cardboard design into units. Lay these units on the small pieces of felt left from corners and ends of the rug, trace around with a pencil or crayon, then cut the appliqué sections enough larger than the design to cover the stamped line on the rug proper where the units are to be appliquéd.
>
> When petals or leaves join in one design, sew to each other before the unit is applied to mat. For in-

stance, in making the cover for the stool, first sew the petals to roses, then apply the roses to leaves, and third apply the whole unit to cover, which is boxed and piped with same felt.

Crochet, embroidery, and knitting stitches must be described so fully that the beginner may sit down with the magazine propped up before her and follow them:

Sleeves: With white yarn pick up eighteen stitches on the eighteen ridges of shoulder, purl back, and pick up two stitches of armhole at each end of needle, on every needle, until the sixty stitches of armhole have been picked up. Knit in jersey stitch, decreasing at beginning and end of every tenth needle until fifty stitches remain. When sleeves measure fifteen inches at underarm seam, fasten black yarn, reduce to forty stitches by knitting together every fourth and fifth stitch.

In the general descriptive article, the writer has opportunity for more creative writing. She may weave in description and historical facts as the writer has done in the accompanying article:

TAPESTRY EMBROIDERY THE VOGUE

By Winifred Willson

Fads, like the history they help to form, have a habit of repeating themselves, and the scorn of one generation is apt to be the delight of the next. The art of tapestry embroidery furnishes an interesting case in point.

An art known in Egypt some three hundred years before Christ, needle-point has been practiced down through the centuries, first in this country, then in that; sometimes, as in the Victorian era, falling into the snares of over elaboration and bad taste; sometimes, as in the Elizabethan, achieving real distinction as an expression of the life and art of the period.

Not the least claim to preëminence in the present generation is its appreciation of the possibilities of this fascinating craft.

The modern craze for antique furniture, augmented by the release of lovely old pieces by after-war poverty abroad, has played an important part in stimulating a revival of interest. Undoubtedly few of the modern embroideries and decorative fabrics harmonize so perfectly with certain types of old furniture as do these soft-toned tapestry embroideries.

Used for upholstery, for fire screens, wall panels, bell pulls—even for dress accessories—needle-point has a richness and refinement, an unmistakable air of breeding that is supreme in its way.

It was perhaps inevitable that ladies of leisure should once more become interested; should spend their time poring over quaint patterns and discussing the merits of English wool or Australian; should don horn-rimmed spectacles to perform wonders in Gobelin stitch or *petit-point*. Once more, needle-point is the rage!

Not only women, however, have become fascinated by this absorbing art. In England men, too, are doing it with surprising success. Embroidery work by disabled soldiers, members of the peerage, and at least one actor, was featured in a charity exhibition of embroideries and decorative art opened recently in London by Lady Patricia Ramsay—the "Princess Pat" who was so popular in Canada and the United States.

However, it is not the first time in history that gentlemen have plied the needle. In monasteries during the Middle Ages needle-point was a well-known practice, and in Italy during the early Renaissance, ordinary laymen acquired proficiency in the art.

So great is the demand for needle-point today that several of the best known manufacturers of tapestry are also producing needle-point on a large scale—tapestry embroideries that bear comparison with the finest products of any period.

Some of the most exquisite modern work is being done in England, a country which for centuries has been a leader in the art. The firm of Arthur Lee and Sons imports lovely needle-point tapestries from their factory at Birkenhead—rugs, chair covers, screens and fascinating wall panels—authentic reproductions of antique designs. Needle-point by the yard is one of their very modern innovations—but when produced in such charming designs, with such excellent craftsmanship, there seems to be no argument against it—except possibly the price!

Judging at least from needle-point, there is room for improvement in their standards of design! And after all, design is the thing. This is an art in which beauty of workmanship is not the chief consideration. Some of the oldest pieces were crudely done, and that is often the reason why they were so quaint and interesting.

Since so many different stitches may be employed, it might be well to arrive at an exact definition of the art. Technically speaking, needle-point is any needlework executed on canvas, the stitches completely covering this canvas foundation. It undoubtedly originated in an effort to imitate tapestry—probably at first because tapestry looms were too heavy and cumbersome for easy transportation. The most familiar needle-point stitches, and those which most closely imitate tapestry, are *petit-point* and *gros-point*, identical except as to size; the former generally used for faces and other fine details of the pattern; the latter to fill in the larger spaces of the background. The stitches are really the same as "tent stitch," a simple half cross stitch which is one of the earliest forms of embroidery known. The name is derived from the old word tenture, or tenter (tendere, to stretch)—the frame on which embroideries were distended. Although the word has long since gone out of use, we still speak of "being on tenter hooks"—a picturesque expression, when one knows its origin!

That so many of these old tapestry embroideries have come down to us should be an encouragement

to those interested in practicing the art today. Needle-point is perhaps the most durable form of embroidery —its only real enemy is the moth. The greatest care, however, must be taken that the wools used are dyed with vegetable and not aniline dyes, which turn quite gray within four or five years, utterly spoiling the effect. Mrs. Guy Antrobus, an Englishwoman who perhaps more than anyone else has fostered the revival of this ancient art, has perfected vegetable dyes which retain their color indefinitely.

The design, however, is the really vital consideration. Many of the most charming modern pieces are copies of authentic mediæval designs—for example, a series of panels made by Arthur H. Lee and Sons, exact reproductions of old needle-point tapestries, and really exquisite examples of the art. Amateur workers also frequently copy antique designs which not only enhance the charm of old furniture but are delightful in themselves. Yet undoubtedly very lovely things have been done in modern patterns—for example George Biddle's Tahitian designs, exhibited last winter at the Wildenstein Galleries. Whatever the pattern, be it simple or elaborate, antique or modern, it should be chosen as carefully as one would choose a husband—and with an eye to future generations!

Arts & Decoration

Exercises

1. Study the articles in magazines devoted exclusively to or specializing in handcraft. On the basis of this study write—

a. Technical or purely instructional article on some phase of the subject, embroidery, cross stitch, crocheting, or knitting, giving directions for executing a design step by step. If possible, accompany the article with designs.

b. Descriptive article which may or may not contain directions also. This may be on such subjects as making sofa pillow covers, tea-aprons, novel gifts, etc.

2. Write a general descriptive story of an interesting collection of needlework or handcraft articles you have viewed.

3. Write a story about the needlework hobbies of any women of your acquaintance, if you can obtain this material.

Additional Reading

Eberlin, H. D., and McClure, A.—*Practical Book of Early American Arts and Crafts.* (J. B. Lippincott Company, Philadelphia.)

Klickermann, Flora.—*Cult of the Needle.* (Frederick A. Stokes Company, New York.)

Priestmann, M. T.—*Handcrafts in the Home.* (A. C. McClurg & Co., Chicago.)

Topic Books of Art Education. (The Prang Company, New York.)

The School Arts Book Shelf. (School Arts Magazine, Worcester, Mass.)

Wheeler, C.—*The Development of Embroidery in America.* (Harper & Brothers, New York.)

V. Textiles

Opportunities.—The writer on textiles may hold an editorial position on a trade magazine, or may contribute regularly or as a free lance to technical and trade publications, women's magazines, and interior decorating magazines.

Preparation.—Preparation may be obtained in a college of home economics or in a textile school such as the New Bedford Textile School, New Bedford, Mass.; Lowell Textile School, Lowell, Mass.; or the Philadelphia Textile School, Philadelphia. A major in the subject is offered at Iowa State College. Textile design is taught in leading art schools such as the Art Institute, Chicago, and the School of Applied Design, New York City.

Subjects.—The range of subjects for textile articles can hardly be outlined. It includes garment and household textiles which may be discussed from any of the following angles—selection, dyeing, renovating, cleansing, testing for quality and to avoid fraud. Technical and trade magazines are more concerned with the scientific aspect of the subject—legislation, manufacture, research, etc.

Purposes and Kinds of Articles.—Textile articles are intended not only to inform the reader, but to educate her as well. This didactic type is one of the most common, for there are many women who need to be taught proper selection of textiles and methods for testing their quality. The following article illustrates this type:

ALL IS NOT SILK THAT RUSTLES

By Hazel B. McKibben

You've heard the remark that things are not what they seem? Consider silk! To how many mixtures is the word "silk" applied? For instance silkaline is all cotton, near silk is half cotton, artificial silk is cellulose put through a special chemical process. Because of the misleading names of these materials every woman should know some simple test by which she can tell whether or not her silk is pure or mixed, or not silk at all.

For years crêpe-de-chine and other crêpes have been considered pure, but within the last few seasons it has been found that there is an abundance of loaded crêpe on the market. That is, metal has been added to increase the weight. Even though the material is very beautiful and is priced at $6.50 per yard, it may be loaded as well as many of the cheaper pieces. Rather than be too enthusiastic about its appearance, be a bit dubious and ask your saleswoman for a sample to test.

Every woman should know some simple test which will show her what the material is and whether or not it is weighted or loaded. The burning test is usually sufficient. The only equipment necessary is the sample and a box of matches. Ravel the sample so that there is a fringe both ways. Apply a lighted match to the threads and if they appear to melt down into tufted heads of beads, the silk is pure; if however the fringe does not burn but looks like tiny red hot wires—the fabric is weighted. What one sees there is not silk at all, but really red hot metal—the silk has been burned away. Always be sure to test the

threads both ways for the material may be loaded one way and not the other.

Sometimes we prefer half-silk material for linings, etc., because it is cheaper and still wears well enough for the purpose. We may really want artificial silk for it does have a very high sheen and is made into very beautiful novelty materials. What the woman who is buying her spring or summer silk wants to know is: "Am I paying a pure silk price for pure silk; am I paying a pure silk price for adulterated silk which will not wear, or for mixtures which are not worth the money?"

Spotting of silk causes a great deal of trouble also. Do you remember the time you washed your first pongee dress and sprinkled it as any other garment and tried to iron it? Its spots came out with an exclusive design all its own. These spots were formed by the hot iron unevenly melting the sericin which is not removed from the yarns in pongees.

In crêpes and messalines we have a different kind of spotting. It is from the dressings which the manufacturers put into their materials. A drop of water or perspiration shows up very clearly and unless we test for water spotting before purchasing we will be faced with the problem of what to do with our perfectly new gown which is all spotty. Can we take care of it ourselves or shall we send it to the cleaners? The safest plan is to test our sample before buying and refuse to buy a silk that spots. We can test the ready-to-wear garments by applying a few drops of water to the seams. If the saleswoman does not permit this, then we should go to a place where buyers know their merchandise and are willing to coöperate in these tests.

These are simple tests which any woman can make and in so doing assure herself of wearing qualities of silk. Just remember all is not silk that rustles.

Iowa Homemaker

EXERCISES

1. You desire to guide a woman buying gloves and hosiery. In an article tell her something of the history of the fabric of each, what to look for and how to judge values.

2. Write an article on laundering delicate fabrics or woolens.

3. Take two different makes of wool sports hose. Make a general wearing test and a washing test for shrinkage. Write a 200-word report on this for a business firm.

4. Write a didactic article on getting full value when buying household linens.

5. Dye some article. Describe your method. Write two beginnings for your description—one referring to the history of the dyeing art, the other to the practicability of dyeing.

Additional Reading

Denny, G. G.—*Fabrics and How to Know Them.* (J. B. Lippincott Company, Philadelphia. 1923.)

Dooley, W. H.—*Textiles.* (D. C. Heath & Co., New York. 1924.)

Dyer, E.—*Textile Fabrics.* (Houghton Mifflin Company, Boston. 1923.)

Matthews, J. M.—*Textile Fibers.* (John Wiley & Sons, New York. 1924.)

Nystrom, P. H.—*Textiles.* (D. Appleton & Co., New York, 1916.)

Woolman, M. S., and McGowan, E. B.—*Textiles.* (The Macmillan Company, New York. 1912.)

VI. Budget Making

Opportunities.—People are paying more attention to the need of budgeting now than formerly—not only the budgeting of money but of time. An authority on the subject, Martha Van Rensselaer, head of the School of Home Economics, Cornell University, and editor of the Home-Makers' Department of *The Delineator* says that 70 per cent to 80 per cent of the incomes of the United States, amounting annually to seventy billion dollars, pass through the family purse for living expenses.[9] The need for authoritative material that will educate and enlighten the woman who spends the money

[9] See *The Delineator,* August, 1924.

is therefore obvious. Budget making has a welfare as well as a practical phase.

Education work is carried on in a variety of ways. It may be in connection with definite "jobs" which demand consultant service and it may be by specialists in the subject who disseminate information and advice chiefly through magazine and newspaper articles. Women working in these positions in banks and department stores and with educational organizations, coming in direct contact with the financial problems of all classes and types of people, have unlimited material at hand for articles. Not only is this "first-hand" subject matter valuable to the magazines, but by writing women achieve reputations as authorities in special fields.

Many women's magazines use a budgeting article every month. A service in connection with its Home-Makers' Department is offered by *The Delineator* to all readers who desire information and advice, and special work sheets to aid in listing expenses and arriving at a fair and simple system of spending and saving, are available. The budget specialist may also prepare advertising copy for manufacturers of electrical saving devices, gas and oil stoves, fireless cookers, foods, etc., by applying the budget both to time and money to dramatize the value of these products. This angle of budgeting admits of many possibilities to the home economics woman. Beside the business opportunities mentioned in the section devoted to the business field, such as positions with banks, insurance companies, department stores, etc., the budget specialist may work for semi-philanthropic organizations like the Association for the Promotion and Protection of Savings, Inc., Boston (at present writing inactive for lack of funds), and for educational organizations like the Home Department of the General Federation of Women's Clubs, and the Thrift Education Section of the National Educational Association.

Preparation.—Budgeting is taught in home economics schools and colleges in relation to such subjects as clothing, household planning, interior decoration, foods, etc. The subject requires a good foundation in business courses, such as economics, salesmanship, and merchandising. Some budget specialists have had training in schools of social service.

Work of the Budget Specialist.—Work in general requires the preparation of budget booklets or pamphlets, account sheets, and other material of this kind to help the consumer keep records.

The budget specialist advises clients and inquirers with regard to any particular problem brought to her. This service is given free in banks and stores as part of their promotion work. Recently the General Federation of Women's Clubs and the National Retail Dry Goods Association outlined a plan of coöperation. Both organizations agreed to work to secure more and better education in schools for salesmanship in stores, practical training in fundamentals required in business life, and training for better and more intelligent buying.

Subjects for Writing.—The range of subjects is almost as wide as human experience—the home in general, expenditures for food, clothes, both bought and made, personal allowances, allotting one's time, cost and upkeep of the automobile, etc.

Purposes and Treatment.—The budgeting article aims to educate the reader to keep a budget and also to guide in the planning and making of the budget. It is obvious then that successful material relating to the latter phase of the subject can only be obtained as the result of the writer's own experience. To cover the subject completely, to make the information concise and to some extent compelling, it is often necessary to accompany the article with lists, charts, and tabulated results, rather than incorporate all these statis-

tical facts in the body of the story. The article should start off with some generalization, such as a statement of principles.

In the following article the writer presents, in addition to this list of kinds and quantity of vegetables and fruits she considers necessary for a family of five, typical menus for three days, showing proportion of canned goods consumed to other foods, which for lack of space are not reproduced here.

MY CANNING BUDGET

By Nell B. Nichols

NUMBER OF QUARTS

Vegetables

Tomatoes, 40	Spinach, 21
Corn, 25	Beets, 3
String beans, 25	Squash, 6
Peas, 20	Carrots, 5
Asparagus, 10	Parsnips, 2
Sauerkraut, 5	Pimento, 1
Lima beans, 6	Hominy, 1

Fruits

Rhubarb, 5	Plums, 10
Peaches, 40	Pineapple, 25
Cherries, 15	Berries, 20
Pears, 25	Apricots, 10

Have you ever wondered why the strawberry jam is gone by January when you want it most, and why no cherries are left to use in the traditional pie on Washington's birthday? It took a canning budget to show me what was wrong with my system, and to prove how much canned goods a family needs during the winter.

Of course this is nothing more than an estimate of the amount of foods, home or commercially canned, that my family will eat during the winter. There is nothing magical about it, any more than there is about any budget, but among the wondrous accomplish-

ments it has worked in my household are these: it shows specifically how many quarts of canned goods are needed during the winter; it allows me to apportion the different vegetables and fruits according to the likes of my family; it enables me to make the best possible use of my limited storage space; it provides a variety of foods in the menu, and last it makes it possible for me to serve better meals at a lower cost.

While my budget calls for a certain number of quarts of the different products, the amount of canning I do from year to year varies. I take into consideration the cost of the foodstuff to be canned and the time available for the work. Then an investigation of the prices of the same foods of an equally good quality at the grocery store is made. After weighing comparative costs, I put up the products which seem wise from the business standpoint.

Now for the making of the budget: First of all I try to remember the likes of my family. Quite naturally, the vegetables and fruits which they like appear in the largest quantities. Then the amount required is determined by the number of weeks during which the orchards and gardens will not produce, and also by the number of persons that there are in the family.

Suppose my community with its average winter be taken as an example. Around November 1st, the fresh garden and orchard products, with the exception of a few late ones which have been placed in cold storage are beginning to become expensive. The use of canned goods for the bulk of the meals becomes an economy at this season.

For at least twenty-five weeks this condition continues; then a few early vegetables and rhubarb appear. Somewhat later the berries are seasonable. Now twenty-five weeks means 175 days or 525 meals, in which potatoes, meat and canned foods form the bulk of the diet.

For a family of five I find that 175 quarts of canned vegetables are not too much, especially if

there are occasional guests. I like to have these in pint cans when possible. This quantity allows two pints of canned vegetables a day during the winter season; these I prepare in various ways, such as soups, salads, sauces, puddings, fritters, gelatin molds and all the standard dishes. My apportionment is given above.

Next comes the budgeting of fruit. For a family of five I consider 150 quarts or six quarts a week about right. These I use not only as sauce, but also for pies, dumplings, cobblers, puddings, fritters, shortcakes, salads, cocktails and pudding sauces.

Since jellies, jams, fruit butters and all the other spreads help to make winter meals attractive, they are included in the budget. I find that a supply of 115 half pint glasses is used by a family of five; 100 glasses or four a week, are eaten during the winter, while the additional 15 are set aside for gifts or use during the summer.

Most of us have a habit of making jelly or jam or canning a certain fruit in huge quantities because it is abundant and cheap. An over-supply of this product usually gives one a reckless air about using it and giving it away. My budget convinced me that it is wiser to consider the time, effort, cost of fuel, fruit, cans, rubbers and sugar used in the canning, and to spend the money so used for buying other canned fruits or jellies from the grocer. This gives a better variety on the storage shelves.

Last, but not least, my budget calls for 50 pints of pickles, catsups and relishes.

Woman's Home Companion

Exercises

1. Study an article on budgeting and make a complete analysis of it, giving subject, purpose, appeal, proportion of generalization to actual figures and tables.

2. Talk to a girl who is working her way through college. Work out with her the most practical ways to budget her money. Set forth your facts in an article.

3. Write an article on budgeting time for a college girl who has social duties, carries on the usual extra-curricular activities, and has a fairly full program of college work.

4. Find out the average amount of money college girls spend on clothes. Prepare a budget for a freshman entering college, listing expenditures under outer clothing, clothes for functions, wraps, lingerie, millinery, shoes, hosiery, and miscellaneous. You will have to assume that this freshman has certain articles on hand. List these and exclude from budget. Write lead for it.

5. Send for budget plans put out by Wm. Filene's Sons Co., Boston; R. H. Macy & Co., New York, and John Wanamaker, New York and Philadelphia. Study and give analysis and comparison.

Additional Reading

Abel, Mary H.—*Successful Family Life.* (J. B. Lippincott Company, Philadelphia.)

Donham, Agnes.—*Spending the Family Income.* (Little, Brown & Company, Boston.)

Lord, Isabel Ely.—*Getting Your Money's Worth.* (Harcourt, Brace and Company, New York.)

Richards, Ellen H.—*The Cost of Living.* (John Wiley & Sons, New York.)

Standards of Living, compilation of Budgetary Studies, Bulletin No. 7. (Issued by Bureau of Applied Economics, Washington, D. C.)

VII. Interior Decorating

Opportunities.—Since a whole class of magazines is devoted to interior decorating and allied subjects and nearly every woman's magazine carries a home decorating department, the trained decorater does not lack for opportunities to write. The "class" magazines for which she will write range all the way from those appealing to owners of $100,000 mansions down to the $3,000 bungalow. Farm publications use interior decorating articles from the farm home slant. There is also a big class of trade magazines devoted to furniture and furnishings.

Syndicated articles on home decorating suggest another opportunity to the writer. Unless she is an artist as well, she generally collaborates with an artist who prepares the line drawing illustrations. Articles for newspaper distribution must of course be brief and practical. Writers have various methods for establishing continuity in the syndicate article. An effective one is the fiction method which tells, in first person, experiences in various homes, making over rooms, rescuing old furniture, etc.

Then there are opportunities for writing for manufacturers who sell products for the home, from building material to articles of adornment. Many of them are in the market for advertising booklets written from the educational standpoint, informing the reader of uses of their products and methods of efficiency and artistic achievement, all based on proved theories of home decoration and planning. Such descriptions must, therefore, be written by an authority on these subjects.

Preparation.—The writer may lay a foundation of training in interior decoration in a college of home economics. A more professional training is secured in a course in interior decorating in a school or institute of art or in a course in architecture which many universities now offer. One of the first universities to offer a four-year course leading to a degree in the subject was New York University.

Many decorators feel that the theory and practice cannot be brought together too soon, and advocate such a course as that given by a decorator or consultant in a shop, or actual work in a store. The training should be supplemented by practical work in the technic of such crafts as lamp shade making, fashioning draperies, even covering ornamental boxes. Visits to museums and exhibits and, of course, trips abroad to internationally known art centers—all these are valuable supplementary education. The woman aspiring to editorship of a magazine devoted to architecture

as well as interior decorating should, if possible, take a course in architecture.

"Do It First."—In interior decoration as in other home-making subjects, the writer should first work out the problem and write about it afterwards. She should therefore do her research work along with her writing. If she is a trained decorator, she may thus write of her experiences in "doing over" homes; if she writes from home experience, she must base it on actual experimentation in any of the many phases of artistic home-making. She must not advance general theories without first checking up on them with a professional decorator or in a book on interior decoration. Because writers frequently advance unsound theories, magazines often prefer to get their facts and theories from the expert and to have the staff expert put the article in shape.

Subjects.—The range of subjects is practically unlimited for the instructional article. Every room in the house offers problems of arrangement and decoration; every article of furnishing from period furniture and priceless antiques through curtains, rugs, textiles, down to the small decorative tassel may afford a subject as to choice, history, and making. The methods of home-makers in foreign countries are rich in suggestions to the writer fortunate enough to observe them first hand. History sheds light on many modern problems.

Quite as important as the instructional article is the informative one which describes beautiful or historic collections and homes.

Pictures alone have furnished ideas for many interior decorating articles and alert writers are constantly on the lookout for those around which they may weave an article. They may be found in many studios of photographers, especially commercial photographers who will make reprints for a very small sum. Perhaps the writer finds one or two good views of stairways or entrances to a house. She looks

up references on the subject in the art department of the library, possibly consults an architect or interior decorator and with this information builds an article.

Writing the Article.—The writer then must decide whether she wishes to instruct or inform the reader. This objective is necessary before she begins to write, just as an outline to enable her to arrange her material logically is an essential.

A fresh, novel slant will evoke interest even in old subjects that must be presented from time to time. In the following the writers flash a vivid picture before the eye of the reader, before proceeding with their exposition:

BRINGING COUNTRY TO TOWN

By Dean Tale and Marian Hall

> The Morning Room! Surely a room never had a more delightful name. At once you think of an informal, intimate sort of room, with the sun pouring in through wide windows, many bowls of flowers, pots of growing plants, a low comfortable sofa, usually covered in gay chintz, convenient little tables, many many books and over all an air of intimacy and charm.
>
> *House and Garden*

A "flash back" at the past arrests the reader:

THE ETERNAL KITCHEN

By Ruby Ross Goodnow

> When I think of my grandmother's kitchen, I am convinced that it has eternal spirit, a warm, fragrant comfortable spirit that will go on forever. I cannot associate modern conveniences with its deep shadows, it worn boards, its beams hung with red peppers and herbs. Some of the romance and color of old-fashioned kitchens should be used to enliven the kitchens of today.
>
> *House and Garden*

Contrast—what does prevail in many homes and what should not—is a good attention-getter:

THE VARIOUSNESS OF HOUSES

Some houses do not welcome guests, no matter how much hard handshaking their owners bestow upon us at the front door, or how many "tasty" texts may be hanging over the bedroom mantelpieces. There is an atmosphere of restraint pervading every corner; restraint of feeling in the hall, thought in the drawing-room, appetite in the dining-room and freedom everywhere.

Some houses on the contrary make people altogether too much at home. One cannot help taking liberties with them. The very kitchens thrust themselves so much into evidence that one can see—and envy—the butcher's young man kissing the cook, as the merry motor in its sweep round the steps scatters the driveway gravel.

The double doors won't stay shut.

The hall hails one to come in whether there's anybody to meet or not; it fairly urges a visitor to drop impedimenta of travel anywhere and skip through a flirtatious drawing-room on to a sleepy, seductive piazza.

Modes and Manners[20]

A statement of the interior decorating problem may provide the most effective beginning:

THE FORMATION OF THE LIVING ROOM

By Harriette Taber Richardson

The living room seems to be in a state of transition, not yet sure of its escape from the terror of the formal parlor, not fully at ease from the unconventionalities brought therein by the recent return to outdoor life. At times it is reception room and family center, or it is a reception room, hallway and

[20] Published by The Standard Corporation, Chicago, Ill.

living room in one. Often the presence of the piano makes it the music room; under certain conditions the dining table is placed at one end, and the living room then becomes the dining room as well. How then distinguish the equalities of an ideal living-room and provide for them in space which is at once hallway, reception room, family room, music room, dining room? How arrange light, heat, ventilation in a room in constant use; how place the chairs, tables, desk, davenport so that they will direct and harmonize the demands of a number of persons?

House Beautiful

Illustrations.—In no type of home-making article are the illustrations as important as in this. They practically "sell" the article. The writer should also bear in mind that the appearance of a manuscript on interior decorating counts for more than that of manuscripts on other subjects, for no writer can be a successful exponent of beauty subjects unless she practices her ideas. (See suggestions about manuscript preparation in Appendix.)

As many photographs as are available should accompany the manuscript in order to give the editor a wide selection. Glazed or glossy prints are preferable and the preferred size is 9½ x 7½ inches. If floor plans or other plans are sent, they should be neatly outlined in drawing ink on heavy drafting paper.

For articles on the subject of entire houses, there is almost a standard requirement for number and kind of illustrations. They should include the following: floor plan, one view of front exterior, one view of rear exterior, detail of front entrance, view or detail of living room, dining room, bedroom, kitchen, and bathroom, as well as views of any unusual or especially attractive features.

In the following article, four illustrations were used, two giving more or less complete views of old Spanish kitchens and two giving details of interesting features such as the

sink and ornamental wall. Though Spanish kitchens may seem like a far-away subject for the average writer, practically the same method for writing and organizing the material would be used for a subject close at home.

DECORATED KITCHENS IN OLD SPANISH HOUSES OF WEALTH

SOME OF THE LOVELIEST ROOMS IN SPAIN TODAY ARE THE OLD KITCHENS ORNAMENTED WITH ELABORATE TILES AND WOODCARVING

By SHEILA MAYNE

When we sigh wistfully for a castle in Spain, it rarely happens that the vision our fancy invokes, includes, even in the remotest perspective, either glimpse or thought of a kitchen. Even if Fortune smiling graciously, should translate us, corporeal presence, swagger traveling duds and all to some sunny port and give us a castle for our very own, I don't think we'd give the kitchen end of the gift a thought until in our rapt peregrinations from room to room we chanced to stumble enraptured upon it.

Kitchens in Spanish houses of wealth and lineage are as beautiful in their appointments, as are the stately formal quarters where noble friends and guests of the noble family dine, or visiting sovereigns lay their anointed heads.

Sarria, the country home of the Marquesa de la Cenia, near Palma, the capital of the island of Mallorca, possesses a very beautiful kitchen, which, like the house itself, has maintained its original charm and character through the centuries. The change of fashions that swept Spain in succession—Flemish and Italian in the 16th century, French in the 18th—devitalized the fine features of many old Castilian interiors, making them modern and meretricious. The old Catalan and Mallorcan villas, however, came through unscathed by the innovations of the period, and are today practically as they were in the 17th century.

Like all Spanish interiors, the kitchen at the Sarria has plaster walls, whitewashed in soft white. Twice a year the cleansing brush passes over the stucco surface, making it smooth and mellow, and without the granular roughness, so greatly admired in this country by those who work in the pseudo-Spanish style. A brilliant wainscot of glazed polychrome *azulejos*—tiles—is one of the decorative features that delights the eye and stirs the imagination. The wainscoting extends over most of the plaster wall space. Here and there, however, in parts remote from the high spots of culinary activities, there are interludes of quiet gray white plaster. In Spain, as in all hot and insect-ridden countries, tiles are used of necessity, because their dust refracting, insect defying character make them an economic, serviceable substitute for marble. The Moors used them lavishly. Desiring beauty as well as utility in this, their craft, the Mohammedans achieved mosaics of marvelous lustre, exotic color, and enduring quality. Upon the expulsion of the Moors from Spain, the Spaniards availed themselves of this art legacy, carrying on with a more restrained palette and a disposition to substitute graceful flower patterns for the more subtle geometric designs of the Moors.

One of the most interesting features of Spanish kitchens is the immense hooded chimney above the range and the lavabo. It is done in plaster with base beams of waxed and polished pine. It extends over a whole side of the kitchen, converging gradually toward the ceiling and is designed to catch chimney-wise smoke and the odors and steam of cooking. Kitchen activities most likely centralize in the tiled inglenook beneath. From the blazing charcoal-fed range to the marble basin of the lavabo fares the cook with her bounty of brilliant copper pots and pans and kettles, many times a day. The space between stove and lavabo is ample enough for her exuberant rotundity to wheel in, whether her course takes her to the stove or the lavabo, or to the cocinera—the sturdy pine table used for pork salting, sausage making, and the preparation of myriad other high

spiced Spanish dishes. By a freak of taste, these solidly made, crudely carved cocinera are much sought at the present time for smoking tables.

The kitchen windows are high and when exposed to the street, small. Those toward the patio are larger. Even when the ornamental band of yeseria is omitted these bare windows, set always in a deep reveal, more than satisfy decorative requirements. They are always fitted, when facing the street, with an interesting iron reja—grill. When the windows face the patio, the reja is fashioned of wood, oiled dark or painted green. Whether it is their height or their size, these windows seem to keep the outside world well at a distance. Still the sun streams through, making latticed perpendicular pools of gold on the polished terra cotta and polychrome tiles of the floor, burnishing with greater brilliance the well-scoured copper pots and pans, hung with a thought to convenience along the rim of the gay wainscoting, and under the nest of shelves on both sides of the pantry. These pots are hand-wrought and like the pewter mugs and platters set here and there on the shelves over wainscoting, are of antique design and decorative in themselves.

Through the same windows perhaps comes the tinkle of the fountain in the patio, or the harmonious cry of the water vendors with aqua for the water jars set with such thorough orderliness on a bench in a corner where a cool current of air is assured from a nearby open door. The bench on which the water jars rest is carved of local marble like the ample basin of the lavabo. It is built solidly on marble props against the tiled wainscoting and serves as an excellent refrigerating plant for the water jars. These jars are clay-colored and unglazed. Like sponges their porous bodies soak up the cool of the air that drifts through the open door, the chill of their marble resting place; a constant evaporation takes place which keeps the water cool and fresh.

Pantries are for the most part, picturesque cuts in the wall-like wall safes—screened to allow air to circulate. When they are of the large cupboard variety

they are enclosed by doors with decorative ventilators of cast plaster in rosette design. The smaller pantries, especially if they are hedged around by sprightly shelves and polished pots and pans, and bottles in a niche beneath, make a very enchanting setting.

The Spanish kitchen has a wealth of interesting decorative detail. There is the spit—that when not in use—lies along the wall like a strange winged reptile, or an attenuate stork poised in flight along the quiet windless expanse of plaster between the wainscot and the beamed yeseria-banded ceiling. By the glinty brilliant range stands a tall iron fire guard with its rings for holding jugs to mull wine. There also rests the morellos (little Moors) or firedogs. On the wall by the lavabo, convenient to hand, and at the same time a decorative unit, is hung the espitera, or scrolled iron rack for hanging ladles or saucepans. The lavabo recess is fitted with an interesting rack of horizontal bars of marble. On it the dishes in constant use in the kitchen are left to drain. Nearby is the brazier, for use when the occasion does not require the services of the range.

Tables are rarely the ample boards one would expect in Spanish kitchens. Mostly they are small, square and simple in outline. The gate-legged table is also found, but it too is small, and is the only table with a round top that has been discovered in Spain.

Arts & Decoration

Exercises

1. Write an instructional article on some phase of interior decorating *you have first worked out,* such as renovating a piece of furniture or altering a room.

2. Write an instructional article, based on actual merchandise experience in a store, in some department which has to do with furnishing the home, such as the china department, rug department or even picture framing department. Much of your information may be gleaned by talking with buyers as to their satisfaction with certain makes. Work in a china department would provide material for an article "Choosing Your China." On the basis of work in a rug department, write an article, "The Rug that Will Best Answer Your Needs,"

taking up domestic Oriental, French, Chinese, and the hooked, braided and woven rugs of Colonial days.

3. Interview a professional decorator upon the subject of color schemes for all rooms of any of these three types of houses: Spanish, Italian, Colonial. These color schemes are to be carried out in walls, floor coverings, objects of art, upholstery, and window hangings. Study articles in magazines which present much of their material in chart form and compress your information into this form.

4. Write a descriptive article on "Hand-Blocked Linens." The subject should be divided into two main topics; past use and present use and should describe production in America and abroad and give the reasons for high prices. Material may be gained from files of good furniture magazines and from books in the library.

5. Write an instructional article on "What Shall I Put over the Mantel?" The writer may make suggestions as to any of the following—etchings, mirrors, colored prints, oils, plaster casts. Advertising booklets will give suggestions and interviews may be obtained from decorators.

Additional Reading

Burbank, Emily.—*Be Your Own Decorator.* (Dodd, Mead & Company, New York.)

Jackway, Bernard C.—*The Principles of Interior Decorating.* (The Macmillan Company, New York.)

Parsons, F. A.—*Interior Decoration.* (Doubleday, Page & Company, Garden City, New York.)

Throop, Lucy Abbot.—*Furnishing the Home of Good Taste.* (Robert M. McBride & Co., New York.)

Wood, Grace, and Burbank, Emily.—*The Art of Interior Decoration.* (Dodd, Mead & Company, New York.)

VIII. In the Business Field

Opportunities.—Home economics specialists may choose a business career combining writing with other duties. The writing required is by no means as important as that demanded in the editorial positions mentioned, nor is it as important as other duties demanded of the home economics

woman in business. Facility in it, however, will greatly increase her chances of success. Consequently it is advisable for her to have in mind an objective before taking her home economics course, in order to obtain training in necessary writing courses. A course in advertising with special attention to direct-by-mail advertising will be a decided asset if she contemplates a business career.

The opportunities are so varied and are increasing so constantly that it is almost impossible to include all of them at present. The home economics woman may work in an advertising agency and test foods and household appliances in the testing kitchens which some advertising agencies now maintain, or in the advertising department of a newspaper. In these positions, she utilizes her technical knowledge of textiles, clothing, foods, etc., to turn out effective copy.

She may be a home economics director, to use the most common title, for an association of manufacturers or for individual manufacturers and distributors of such products as foods, household equipment, household articles like soap, dyes, and wearing apparel, textiles, etc. Other titles under which such work is carried on are: director of food economics department, nutrition specialist, nutrition director, nutrition worker, director nutrition department, director home service division, extension field agent, director of organization work with women, educational director, etc. If she has specialized in budget making, she may work for an insurance company, department store or bank. Work with a bank carries such titles as director of woman's department, of income management department, of home economics bureau, of service bureau, etc. In some firms the home economics department works under the direction of the advertising department; in others under the sales department.

If she works independently in an office of her own and with her organization of writers and research workers, doing

for a group of manufacturers or clients what the home economics director does for one, she may be a home economics consultant.

In spite of the fact that the home economics woman today seldom brings to such positions more than her technical training, she is more and more in demand in the business world. In fact the success that home economics is achieving in the business world has resulted in a flood of self-styled home economics experts and consultants. The business world does not yet understand the meaning of the profession of home economics and so does not always discriminate between the "woman's point of view" and the "trained woman's point of view." [11]

Speaking before the members of the American Home Economics Association, the director of a department employing some thirty trained home economics women said:

> Home economics schools can and must furnish competent recruits to the educational departments of business firms. We need women because it is essential in any highly competitive trade to understand and respond to *consumer demand* (italics ours), and surely this is becoming increasingly difficult. Scientifically trained women are in a better position to judge of the consumer demand in regard to household products and to make intelligent suggestions and help put into operation methods of meeting the demand adequately, for they buy and manufacture and distribute in a small way and are thus fitted to make this contribution to the business world. There will be a rapidly growing demand for such a service and these women must have many qualifications beside knowledge of major home economics. They must have general culture, poise, diplomacy, tact, charm, adaptability, keenness of perception, initiative, sound judgment and a lot of things besides.[12]

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[11] Business women have formed an organization of their own in the American Home Economics Association, making requirement for membership a four-year course in a college of home economics, or its equivalent in *successful* experience.

[12] *Journal of Home Economics,* October, 1923.

In these positions the home economics woman acts as a connecting link between the consumer and the manufacturer —a contact much valued and sought for by the progressive manufacturer. This contact promotes sales, lessens sales resistance, and increases good will toward the organization.

How Consumer Contact Is Furthered.—It is of course impossible to outline any typical ways in which consumer contact is furthered. Methods vary with every firm; they vary with the imagination and ambition of the worker. She brings information to the dealers and distributors through training for sales and demonstration forces. She uses her knowledge to help the manufacturer better his product and even invents new products. She suggests new ways to utilize the products. She also carries on research work in stores and among consumers to find out why goods are not selling and on the basis of this may show the manufacturer how to popularize the appeal of his products and how to sell them. With her technical knowledge of household products, she is able to educate the user of them who often does not understand their possibilities of use. Her work may carry her far afield on lecture tours on which she will speak before audiences of students in public schools and colleges and before organizations of both men and women on some general phase of the subject in which she is most interested, so that only *indirectly* does she educate in the use and value of the particular product her firm manufactures. A home economics expert representing a baking powder manufacturer, may thus give lectures and conduct demonstrations on all phases of cooking and not restrict herself to those in which her product plays a vital part.

Typical of the extension work carried on by the expert representing a food manufacturer, for instance, is the free cooking school which she may conduct for a few days in connection with a newspaper in different cities all over the country. Instruction is given in various phases of cooking,

table service, entertaining, etc. The newspaper may obtain special advertising on the strength of the publicity carried about the school and its service to housewives of the community, and, by carrying the advertisements of many local dealers, handling such well-known, nationally advertised household products as certain brands of cooking oil, soap, stoves, etc., secure what is known in advertising parlance as a "tie-up," that is, a linking of the national products with local dealers' names, addresses, etc. At the same time the home economics expert has won good will for her firm's product and possibly many new users of it.

The radio is opening up unlimited opportunities for consumer contact. Many manufacturers of foods and food ingredients have home economics experts broadcast programs of recipes and household advice, solely for the advertising value of this service.

One home economics broadcaster for an internationally known food product conducted a radio school which at one time had an enrollment of 2,500 women. Classes were conducted every Thursday for three months. Recipes were sent out and exchanged by class members, and to "graduate" it was necessary for each woman to test and send in reports on the recipes. When the "radio graduation" was held, baccalaureate addresses were given by those near enough to broadcast from the station; names of successful students were read from the station and later they received their diplomas.

What She Writes.—The material the home economics specialist puts out to further this consumer contact includes booklets, folders, recipe books, and educational material of all kinds for use in schools and by the housewife and consumer, and in some offices for the sales force on the use of the products. She may prepare advertising copy or coöperate with an advertising agency in preparing it. Some of this copy is "personalized," as a study of the advertisement re-

produced shows, and the home economics director by signing her name and inviting correspondence gets in touch with the user. She is called upon to prepare publicity, and if her firm advertises regularly in the newspapers of the city, she has a channel for articles about her work, announcement of her lectures, etc. She can build up a reputation for herself and her firm by writing articles of news and general interest for trade publications, technical publications, house organs, and household departments of women's magazines. She may also be "contact woman" with editors of women's magazines and arrange for conferences of editors at which demonstrations of the company's product are given. Some of the material which goes into the household and cookery magazines is prepared in the laboratories of manufacturing concerns whose directors coöperate with writers in supplying material and who furnish pictures to illustrate the subject matter.

Educational Booklets.—The educational work a compiler of booklets will do is exemplified in a variety of booklets that business firms today are putting out to educate the consumer in the use of their product. They are of course intended to sell the product and by explaining uses, methods, etc., they stimulate interest and thus create a desire for possession.

Food manufacturers put out booklets of recipes; washing machine manufacturers may print instructional material on proper laundry methods; booklets on proper methods of setting the table might properly come from manufacturers of table silverware; booklets of hygiene and beauty advice from corset manufacturers; suggestions for color schemes for the kitchen and bathroom from linoleum manufacturers; those on artistic lighting of the home from public utility companies supplying electricity.

Kinds.—This list suggests a few: (1) Historical. These go into the history of the product and are valuable for schools and colleges. (2) Descriptive. These describe an

Libby OFFERS SUGGESTIONS *on what to serve* WHEN GUESTS DROP IN

Write Me

[illegible]

Mary Lee Martin

Care of Correspondence
Libby, McNeill & Libby
105 Welfare Bldg., Chicago

SUNDAY afternoon. Five-thirty, at that. You *must* serve supper—but what? There's no meat left. There is bread, thank goodness. And jelly. Some cake, too, fortunately. But who can . . . oh, if folks would only *tell* a person! . . . . . .

There it is, the old problem of the unexpected guests. And the most serious part about it is that these people who "drop in" are generally one's closest friends. One must be hospitable. Just as they are when the tables are turned.

What *can* you do? Thousands of women, we believe, are seeking with you an answer to that question. And there is an answer to it, one that is direct and satisfying. In Libby's service!

Meat delicacies already cooked

Through your grocer Libby now offers you the finest of meat delicacies *already cooked*.

Corned Beef, for instance—solid, juicy meat, free from gristle, and with most delightful flavor.

Dried Beef—leafy thin slices redolent of hickory smoke, unusually mild in flavor.

Vienna Sausage—choice bits of fresh pork, temptingly spiced.

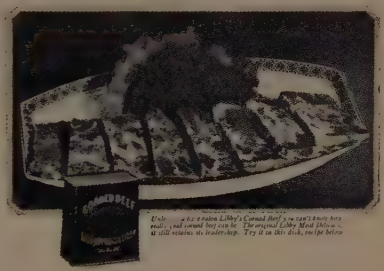
Veal Loaf, too. And other meat products just as delectable.

With a supply of these Libby Meats on your pantry shelf you can prepare in no time a dinner that will delight your most fastidious guests.

For we pack them here in Chicago—meat center of the world—where the very choicest of meats are available to our chefs. Chefs, these are, who *specialize* in the cooking of meats.

Only cuts from fresh Government-inspected meats are used. And you get them as fresh as on the day they were packed, for they come to you in air-tight containers.

Thousands of women are using Libby's Meats regularly and not simply for emergencies. We believe you will too, when you discover how really good they are, how inexpensive and convenient they are.



Unlike [illegible] Libby's Corned Beef you can't know how really good corned beef can be. The original Libby Meat Delicacy is still retaining its leadership. Try it at this dish, not far below.

Try them in these recipes

Notice how easily and quickly you can prepare a variety of satisfying dishes with Libby's Meat Delicacies.

Corned Beef with Spring Salad. Simply chill Libby's Corned Beef and slice it. For the salad, grate new carrots and marinate with French dressing. Serve on crisp lettuce.

Vienna Sausage with Asparagus. Prepare asparagus and serve hot on toast points with lemon butter, surrounding with Libby's Vienna Sausage.

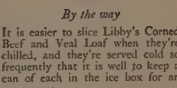
Dried Beef au Gratin. Serve Libby's Dried Beef, creamed, on toast. Just before serving sprinkle generously with grated American cheese and garnish with parsley.

Veal Loaf Sandwich. Butter thin slices of toast. Place a slice of Libby's Veal Loaf on one piece, a slice of tomato on another. There's your sandwich and it is delicious. Garnish with olives or celery.

Send for free booklet, "Meats Prepared while the Kettle Boils"

Many other delightful ways of serving Libby's Meats are given in our booklet, "Meats Prepared while the Kettle Boils." Write for a copy today; we'll gladly send it to you, free. If your grocer does not have the particular Libby Meats you want, please send us his name and we'll make arrangements for you to get them.

Libby, McNeill & Libby
105 Welfare Bldg., Chicago
Libby, McNeill & Libby of Canada, Ltd.
Chatham, Ontario, Canada



By the way

It is easier to slice Libby's Corned Beef and Veal Loaf when they're chilled, and they're served cold so frequently that it is well to keep a can of each in the ice box for an emergency.

Cook Vienna Sausage with fresh beans, peas, asparagus, and other fresh vegetables and you'll give them a delicious flavor.

Left-over bits of these Meat Delicacies scrambled with eggs make a very nice variation for breakfast.

They may be made into soufflés and salads, too. Or used to stuff tomatoes or peppers. Another excellent way is to combine them with rice.

These meats, escalloped with potatoes or corn, make a most wholesome dish and one which is very easily prepared.

Libby's Mustard. When you order Libby's Meat Delicacies ask for a bottle of Libby's Mustard, too. You will find it unusually good, delightfully creamy and flavored just right—not too tangy nor yet too mild.

Already cooked and sliced very thin, Libby's Dried Beef easily makes a score of dishes as tempting as this.

Libby's Veal Loaf Sandwiches are ideal for luncheons at this particular season. See the recipe above.

In Libby's Vienna Sausage you will have an unusual example of the quality of Libby's Meats and [illegible] of Libby's.

THE ABOVE IS A TYPICAL "PERSONALIZED" ADVERTISEMENT, WHICH MANY MANUFACTURERS OF FOOD AND FOOD INGREDIENTS ARE USING TO OBTAIN CONSUMER CONTACT

industry or plant and methods of making product. (3) Instructional. These may have material about methods and processes, give recipes, etc. Some booklets touch on all this subject matter.

Appeals and Treatment.—The compiler of a booklet first decides to whom the booklet is to appeal—children, housewives, mothers, the untrained woman or the educated woman. In writing her copy, the chief problem is to find material that is new and valuable so the reader will want to add it to her library and will not regard is as "mere" advertising. If she cannot actually add to her knowledge of the subject, at least she can tell her something helpful and constructive in as interesting a way as possible.

An arresting title that at once arouses interest in the contents will go a long way toward "putting over" the booklet. "Come into the Kitchen"; "A Hundred Delights"; "You and Your Laundry"; "Salads, Suppers, Picnics"; "The Art of Table Setting"; "Stand Up Straight" are a few titles of successful booklets that have been written by home economics women in business. (For preparation of booklets see Appendix.)

Exercises

1. Obtain at least half a dozen samples of booklets, including those on foods, household equipment, and wearing apparel. Study and write a detailed analysis of at least one, covering kind, purpose, appeal, make-up, use of color, proportion of instructional material to general lead. (See Appendix.)

2. Write leads for booklets on any of the following: hosiery, soap, flour, olive oil, butter, prunes, milk, floor tiles, indicating kind of booklet, whether instructional, historical or descriptive.

Additional Reading

Clifford, W. G.—*Building Your Business by Mail.* (Business Research Company, Chicago.)

Ramsay, R. E.—*Effective Direct Advertising.* (D. Appleton & Co., New York.)

CHAPTER IV

THE FASHION SCRIBE

> Fashion writing gives the widest scope for the journalist's art. The constant change, the bewildering variety of it, offer opportunities for description and critical work, which, if they were seized, might result in articles as distinguished, as accomplished, as interesting, as any in the literary reviews.
>
> ARNOLD BENNETT.

The work of the fashion scribe reveals the more frivolous aspects of life. To the essentially feminine girl or woman who likes clothes, there is no more fascinating task than writing about them. After all, clothes are a part of the great pageant of life, and, as some one has humorously remarked, interwoven with every human crisis except birth.

Opportunities.—The opportunities are varied as the following markets for fashion copy show:

A. *Consumer Publications*
   1. Newspapers and syndicates
   2. Fashion magazines
   3. Magazines devoted primarily but not exclusively to fashions
   4. Women's magazines
   5. Department store magazines

B. *Manufacturers' and Buyers' Publications*
   1. Merchandise magazines
   2. Trade magazines devoted to such subjects as—
      a. Garments
      b. Hose
      c. Millinery
      d. Fabrics
      e. Gloves

f. Waists
g. Corsets
h. Footwear

C. *Manufacturers' Association Organs*
D. *Merchandise and Fashion Services*
E. *Advertising Agencies*
F. *Department Stores*
G. *Manufacturers of Wearing Apparel, Fabrics, etc.*

The fashion scribe may be a "scout," a reporter, a special writer, or an editor on certain of the above publications; she may also be an independent publisher, for a few women have put out fashion services.

In the field of business or advertising writing, she may prepare copy for department stores, specialty shops, advertising agencies, and manufacturers of women's apparel. Many manufacturers today are advertising their garments in magazines which go directly to the consumer,[1] as well as in magazines going to the trade, and this has widened the opportunity for the woman advertising writer. A few women, trained in advertising, have built up businesses of their own, writing copy for feminine products of all kinds, while the number of women owning their own advertising agencies in which the advertising "account" of every kind of business firm is handled, is increasing every year.

Positions on an advertising staff of a department store may lead to an executive position as advertising manager or publicity director in charge of sales promotion. An increasing number of women are stepping into such positions from advertising writing, especially fashion advertising writing, and are proving that women are well fitted for this work. The few who have pioneered as executives, have had the courage to do original things in advertising copy whenever they felt they could improve on old methods.

[1] Study advertising copy written for such garments as Betty Wales and Barbara Lee frocks.

How to Get a Start.—Two more or less distinct careers present themselves from among the many opportunities listed above: that of fashion advertising writing and that of writing fashion articles for newspapers, syndicates, women's, trade, and fashion journals. The writer can most profitably acquire experience in both careers. The successful advertising writer learns to pick essential points and to develop them pithily, yet comprehensively, while the newspaper or magazine writer is all the time acquiring fashion knowledge that she must have for good advertising copy. Women step from one position to another in both of these branches of fashion writing. Experience in a newspaper office forms an excellent basis for both. Thus Corinne Lowe, newspaper and magazine fashion writer, was on the staff of a Philadelphia newspaper for three years, then went into a department store as writer of advertising copy, before she began writing for a syndicate and for magazines.

Whatever branch of fashion writing the woman prefers, such merchandise experience as is gained selling goods, preferably in a smart specialty shop carrying women's clothing, is valuable because she learns the woman buyer's point of view. Trade magazines insist upon merchandise experience. After this she might seek connection with a trade journal, even if she had to start in a humble capacity. There are more trade magazines in New York than in any other city, but nearly every large city has one or two. Work on a trade magazine would eventually qualify her for a position on the advertising staff of a department store or fashion copy writing for an advertising agency handling accounts for the manufacturers of women's clothes. Such positions pay better than others and a woman may easily earn $5,000 a year.

Of course the more direct route to a position in the advertising department of a store is through some position in the store. Many women have arrived in the advertising de-

partment by starting as proofreaders. This work requires reading the proofs of advertisements as they are returned from the composing rooms of the newspapers or from the printer, and checking them against the original data prepared by the buyers of the store, for correct prices, descriptions, etc.

In large stores which do extensive advertising, this is a job in itself. In smaller stores the copy writers themselves may also have to read the proofs. Errand girls whose duties consist of taking proofs to the buyers in the store for their approval and carrying original copy of advertisements to newspaper offices or to advertising agencies, have also worked up to positions in the advertising departments of stores. Work on the store paper or house organ has also paved the way for advertising writing. An excellent preparation for any kind of advertising writing is writing copy for the basement store, for the writer learns to play up the "price appeal." The applicant for advertising writing should apply directly to the advertising manager and not to the employment manager of the store. Some department stores test the qualifications of applicants by having them write descriptions of models in the display windows, limiting them to a certain number of words.

It takes years for a woman to work up to one of the responsible and important positions on such magazines as *Harper's Bazaar, Vogue,* and *The Fashionist,* or to become a fashion writer for a fashion syndicate. These positions demand "scouting" at fashionable resorts at certain seasons, reporting New York and Paris openings, and the writer must have that thorough fashion knowledge that enables her to interpret as well as report. Some fashion writers live abroad, and do correspondence work entirely. They may have served apprenticeship in the office at home as secretary to an editor, or in a humble editorial capacity, writing social notes, handling query columns, getting "snaps" and photo-

graphs. Gradually they were given opportunity to write and were advanced in the degree in which they showed originality and cleverness in writing. On one well-known fashion magazine, applicants are tried out on captions—the brief descriptions of garments, millinery, etc., that are illustrated. The applicant is given an illustration for which she must write the caption. Then she is given the caption or headline upon which to write an entire article.

If she has artistic ability she may begin as a designer in the pattern department of a magazine. Or she may write the copy that accompanies pattern designs and for such work she should apply to the pattern department of a magazine or to some pattern company. There is opportunity for creative fashion copy in preparation of booklets which pattern companies publish.

Finally she might begin as a fashion scout, work that does not require talent for writing beyond the ability to outline clear, accurate reports. Some large department stores, which aim to *promote* fashions rather than to *subscribe* to them, employ style scouts to attend public functions and keep an eye on style leaders. To qualify for this, the woman must have what is known as entrée and social connections and she must also have that uncanny style sense that enables her to recognize what is new and what is going to "take" no matter how bizarre it appears before it has the cachet of approval. Her reports guide the buyer of the store in his purchases of garments, hose, shoes, fabrics, toilet goods, etc., and these reports are valuable in so far as they anticipate demand, so that the store can be stocked with this merchandise when the public wants it.

Not many women possess this extraordinary style sense, and style scouting presents one lucrative way it may be capitalized by its owner. Especially is it to be recommended to the college girl. Department stores and smart specialty shops are in keen competition for the profitable trade of

college young people, both men and women, and many stores in cities in which or near which a college is located employ such a scout. It is well known that college girls not infrequently "set" the styles for the rest of femininity in the city. Furthermore they are highly imitative, flock in surprising numbers to the latest fad, whether a certain kind of fur coat or a leather belt, and the alert scout, who combines keen observation with knowledge of their psychology, may be highly valuable to a store. One or two successful forecasts and she has earned half a year's salary. One scout saw a scattering of gardenias on coat lapels at a football game; in her crystal fashion ball, she saw hundreds more and, obeying her clairvoyant instinct, advised the buyer of the accessories department to stock up on them. When the demand became a stampede her store was the only one that had an adequate supply. She "made money" for the shoe department because of her accurate forecast of a demand for colonial pumps, after seeing some pairs admired at a sorority meeting.

Preparation.—Home economics courses in clothing, especially those teaching the history of costume and those in textiles would prove most valuable as preparation for fashion writing. Writing courses should include a thorough study of description. The value of newspaper writing which could be learned in a school of journalism is stressed elsewhere. An advertising course is essential if the writer writes advertising copy, though she can of course "learn on the job" as many before have done. However, even for writing that is not of the commercial type, study of advertising is helpful.

Advice as to necessary preparation can best be given by printing the following descriptions of experiences and qualifications of the fashion writers on a nationally known trade magazine. Each description gives the "career" of the writer before joining the staff of this magazine:

No. 1. Ordinary high school education; did a little general newspaper work; then branched out into publicity on her own account on a fee basis; learned retail advertising with John Wanamaker, Philadelphia, and Saks & Co., New York.

No. 2. Daughter of well-known newspaper man; educated abroad, passed Smith College examinations but did not enter; took special language courses at Harvard; did foreign correspondence on fashions for a Washington, D. C., paper; one year with New York store; engaged in store criticism (of things in the store's operations); staff member of another trade magazine.

No. 3. Educated in public schools; graduate of Sage College (Cornell); entered department store training school for executives; promoted to assistant buyer; resigned because of strain of work.

No. 4. Educated in France; graduate of University of Paris; taught French six years at well-known woman's college and other schools, three years on fashion staff of woman's magazine; one year style scouting for fabric division of this magazine.

No. 5. High school education; subscription department of small general publication; in pattern department of well-known magazines, doing designing; year on well-known fashion magazine; free lance for well-known general magazine; editor of woman's magazine for one year.

Qualifications.—Above all the woman who wishes to write fashion copy should love clothes and have not only an unerring instinct about them—their appropriateness, their smartness, their good taste, but be able to recognize "style germs" such as a scarf, a shade of hose, a mode of wearing a hatpin, that will eventually develop into a widely adopted fashion. She must have as good a *news sense* as a newspaper reporter—perhaps better—and know not only the style that is here, but realize the one that is waning and foresee the one that is coming. Imagination, too, to enable her to link up fashions with life—its prevailing literature, plays, fads, fancies, politics, manners—this should be the endowment of the fashion scribe. In fact the very thing that makes a

woman a good "sob sister" will make her a good fashion writer. A good memory and a photographic type of mind that instantly registers details are also important.

Importance of the Subject.—Fashion news has taken its place beside other typical "spot news" of the day. Startling fashion practices and innovations are wired to newspapers from permanent and temporary style centers; cables flash to newspapers, magazines, and department stores details of Paris openings. The woman living in Butte, Montana, leaving for Paris, may be noted two weeks later as one of the most smartly attired women at the Ritz. Fashions constitute the oldest so-called "woman's stuff" in newspapers and the earliest women's magazines were largely devoted to the subject.

Primary Sources of Fashion News.—These primary sources of fashion news are, of course, the "collections" of the originators or creators of the mode—the Parisian designers or *couturiers,* both men and women. Their names—Lanvin, Callot, Drecoll, Paquin, Poiret, Patou, Vionnet, Worth, Miler, Jenny, Chanel, and Redfern, to mention some of them—are almost household words, though none of them have spent a sou upon advertising in this country. They, in turn, have drawn their inspiration for their creations from current events, from history as revealed in museums and galleries and, of course, are guided by environmental demands. It is not altogether strange that the French should be the arbiters of fashion for the entire world, for France has always been an artistic nation and it is as natural for its art to be expressed in clothes as in sculpture, painting, and architecture.

Many of these designers have their houses or *maisons de couture* in the Place Vendôme or on the rue de la Paix. Madame Vionnet was the first to invade this country and to maintain a house in New York City also. Twice a year in the spring and fall, they hold the openings of their "collec-

tions" of frocks, a "collection" comprising on an average of two hundred frocks. Of these a much smaller number are new creations; the rest are duplicates in different colors and fabrics of some other model. Between seasons are the openings of mid-season collections. These openings have all the suspense and to some extent the sumptuousness of an operatic first night.

To them go buyers from this country—those representing exclusive New York houses, which copy, reproduce and to some extent create, though along the lines of the mode determined in Paris; those representing department stores, manufacturers of ready-to-wear houses, etc. These buyers may buy outright whole collections. It is the manufacturer or "popularizer" who exploits to a greater extent than any others the art of the French designer. He translates into thousands of frocks, coats, and tailored suits the models created by the great houses of Paris and of New York, so that the shop girl may wear a frock that retains the striking features of the original French model. That the French who can design in such a masterly way, have never manufactured on a large scale and thus reaped some of the vast revenue resulting from popularization, has long been an anomaly.

When the buyers for the New York houses and department stores return with their purchases, there are other openings here as important in their way as the French openings and they, too, should be classed among primary sources of fashion news. These openings represent the verdict of the American buyer who, after years of training and experience, has learned how to choose and discard those style trends not adapted for use here. Says a writer in *Vogue:*[2]

> Think of the responsibility that rests on the heads of a handful of men and women—a few hundred, less than fifty of the first rank—who must be able to see

[2] May 1, 1923.

> New York through the grey walls of Paris, who must mentally take every model off the back of the little French mannequin who wears it, put it on a very different kind of woman, and walk it down Fifth Avenue to see if it fits the towering background, that splendour of light and shade. The ideal buyers must know not only Paris and clothes; they must know the requirements of their houses' clientele based on a social life that differs as greatly from that of Paris as the American figure differs from the French. In short they must be artists, psychologists, more or less financiers, and every whit prophets. Otherwise, they lose their commercial souls.

To cover these primary sources of fashion news in an authoritative and capable manner, the fashion scribe must know the original French houses, whether writing from Paris or New York. She must know something of their history, their achievements, their favorite sources of inspiration, the nature of their clientèle, whether stage celebrities or women of fashion, the characteristics of their technic and color, types of garments in which each has achieved distinction such as Chanel has in sports attire, and Lanvin in frocks for the *jeune fille*—all this and more she should have at her command. It is estimated that it takes at least two years of careful study to write fashion articles even reasonably well from the point of view of good taste or even from an accurate knowledge of the subject.

Secondary Sources.—The secondary sources of fashion news are the public occasions and public places at which women reveal what has their cachet of approval. And this brings us to the next step in mode making. Paris and American houses may launch the mode but they cannot force it. American women have been criticized for their adherence to fashions made in other countries, but they accept *only what they like*. It is the women of fashion—society leaders and stage beauties—who "set" the fashions, for the only true test of a fashion is whether it is worn by style leaders who

lunch, "tea," dine and dance wherever smart people assemble.

> Not even the proudest establishment of the Rue de la Paix, can dictate a new fashion. Not even the leading *couturier* of the day can tell whether his idea will be accepted until the smart Parisienne or the smart American has definitely accepted it.[8]

Among the many places abroad where the writer may glimpse the women who are "setting" the mode are the races at Longchamps, D'Auteuil, Chantilly, and Dijon; the many smart watering places like Deauville in Normandy, where it is said the women of fashion change their costumes six times a day; such well-known places in Paris as the Ritz, the Avenue du Bois, and the Polo club. The famed costume balls of Paris, too, are forecasts, for whatever influence is sponsored—Hindu, Chinese, Spanish or Venetian—is sure to develop into regular fashions six months later. Other foreign sources vary with the seasons—the Lido, Monte Carlo, Nice, the Riviera, St. Moritz, Biarritz, Cannes, Alexandria, Luxor.

In this country, New York is, of course, the acknowledged style center, the source of *accepted* and, to a great extent, of *original* modes. Accompanied by an artist, the fashion scout goes the rounds for her daily, weekly or monthly article—Pierre's, the Ritz, etc. She attends football games in the fall, grand opera in the winter, the United Hunts Meet at Belmont Park in the spring, and runs down to Southampton and Newport in the summer. As the great ocean liners sail for Europe or return from ports abroad, she seeks a vantage point to observe what the smartest passengers are wearing.

At Palm Beach in January and February, she predicts what the mode will be for the summer in the north. The Washington Birthday Ball on February 22, at Palm Beach, has a fashion significance for her far outweighing its social

[8] "The Data Book" of *Harper's Bazaar*.

significance. "As Florida goes, so goes the nation" is a well-known phrase in fashion copy.

Finally we come to the secondary sources of fashion copy for the fashion scribe of the hinterland, who cannot write from Paris, New York, or Palm Beach. She may interview buyers from stores and smart specialty shops who have just returned from Paris or New York. Visiting celebrities, stage and movie folk who are paying fleeting visits to her city, may also be interviewed on the subject of clothes. She may describe their clothes if they are striking exponents of fashion. She may also chronicle what the smartest people of the city are wearing as she views them in cafés, theaters, or even on shopping trips. Some newspapers use a daily illustrated feature of this type, giving actual names of the women thus pictured.

I. Consumer Publications

Purposes of Copy.—Fashion copy for magazines and newspapers, for what we will call consumer publications to distinguish them from those intended for store buyers, or for "the trade," have many purposes.

The main purpose of course is to *inform* the reader, so the fashion writer must first of all be a conscientious reporter, accurate as to details. At the same time she must be more than a recorder of fashions, a chronicler of just one garment after another. She must also *interpret* fashions. Whether she is writing of the Paris collections or what style leaders are wearing at Atlantic City or Palm Beach, she must, out of these bewildering new presentations of modes, pick salient points, important trends, and leading fabrics and colors. Thus she compiles useful, constructive information as the following shows:

> Shorter skirts and long, straight lines dominate the silhouette. Many of the slim, straight models have no waist-line, while others have a waist-line definitely

higher than formerly. Few circular treatments are shown except in apron effects at the front. Fulness sometimes appears at the sides also, and trimmings are restricted to the front, leaving the back very flat and straight.

The straight flounced skirt is emphasized. Suits have long, straight, mannish jackets, with sleeves bell-shaped at the bottom. The straight skirts fasten at the front, and long lines with a straight, wrapped effect or flounced bottom predominate in coats. Many models show marked originality and unusual pocket treatment. Scarfs appear here, as everywhere else.

Coat suits, often leather trimmed, use many soft woollens of the *mousseux* variety, especially in beige and light brown.

Chiffons printed in gay plaids, large checks, and flower designs are used extensively for afternoon frocks. Ciré chiffon also appears. It is interesting to note that even for evening the skirts are very short, many with slight side drapery. The décolletage is conservative and usually rounded. Few V-necks are shown and no trains. Metal lamé and all laces, except those in black and gold, are virtually excluded from the collection, where the principal fabrics are taffeta, satin, moire and ciré chiffon.

Copyright, *Vogue*

The fashion writer may also *analyze* and out of her observation of current modes, sift and select main fashion points and so present a *basic style*. The gift of analysis is especially desirable for the writer for a fashion service, intended for a department store buyer of wearing apparel. She does not necessarily report what she sees in the public places, where the smartest dressed women may be seen, but rather notes the dominant *accepted* mode worn in any of the everyday, casual haunts of people. Thus her vantage point might be the top of a Fifth Avenue bus, the steps of St. Thomas's Church, the campus of a well-known woman's college. The following from a fashion and merchandise service, *The Breath of the Avenue,* published by the Stand-

ard Corporation, was lifted bodily into the newspaper advertisements of many department stores throughout the country.

> Just as the golden rod nods a golden farewell to a golden Summer, Fashion goes out to meet the Fall.
>
> You see her these days wearing the symbols of a new season—on the Avenue when the days are crisp, on trains and steamers speeding North and West and East—in town and on her way.
>
> She is slim again and supple still—this figure of a new fashion. Her gowns are newest when they are beltless, molded rather than made. Then sometimes they flare suddenly at the side, sometimes wide flat tiers, or flounces, bring fashion interest all to the front of the frock.
>
> She chooses black for slimness and for a new smartness—black made new again by shining-surfaced silks. She chooses navy blue and the softest and smoothest of twill fabrics for the sophisticated severity of her street dress. She wears all the browns again because they fit the Fall, because they are becoming and because they are fashion-right.
>
> Her wrap is known as new by its slim lines—her travel coat by its broad stripes. If she can wear the tailor-made mode, she chooses a mannish tailleur for the first Fall days. Her hat is the briefest possible version of a cloche or the newest version of a soft hat shape.
>
> She is wise in her choice of accessories—her handbag is as flat as it is wide and big. She is more than likely to wear a double headed pin glinting sharply on her gown or in her hat. And by a bit of brilliant blue or Chinese red, or darker green, by a motif of Mandarin embroidery or a touch of lace or lingerie on her frock—by a few significant signs she is already known—this figure of this Fall's fashion.

Or the fashion writer may *advise* the reader. The varied audience of a typical woman's magazine, for instance, composed of thousands of women with a limited clothes budget, is looking not so much for news of styles and advance

information as for concrete suggestions. The Paris correspondent, therefore, supplies this advice along with her general fashion information. Writes Mary Brush:

> At Poiret's, I saw a woman who was going quite madly enthusiastic over an evening dress and almost definitely ordering it. The color was *café au lait,* and the material was lace. Of all the stuffs there are for evening dresses, I suppose it is the supreme favorite. It gives an effect of dressiness when unrestricted by conservative influences, such as sleeves, and yet is perfectly adaptable to late afternoon and restaurant dinners, when sleeves are added on their separate linings. While on the subject of colors, let us record that the little *vendeuses* are wearing brown instead of black, so at the pinnacle of popularity it is now. In light colorings it is worn for the evening. But enough of theorizing and generalization! I pocketed a Parisian cold and went on a Parisian trying-on orgy this afternoon—did my laboratory work, so to speak, and got my definite reactions:
>
> Almost the prettiest dress in the world for one of us Americans, I think, is a long straight line of a thing in black charmeuse with a scarf of white surah, an end of which is attached at the left shoulder. The long, creamy sash of silk throws round the neck to the starting point and falls down the length of the bodice below the black leather belt, where it passes through a large white pearl buckle. Drecoll is responsible for this creation, which achieves almost the ultimate in simplicity. This dress has a slightly circular insert low round the bottom.
>
> *Ladies' Home Journal*

Again the writer may *entertain.* It is possible for her to humanize the laboratory of godets and flounces, seams and biases, by thus linking fashions with life. The following, labeled "Drag Day at Auteuil," is an example of the entertaining-informative fashion article:

> The new white tribunes at Auteuil are ablaze in the sun. Gay geraniums bank the entrance; colored pen-

nants fly from its battlements and to the strains of the military band of the 31 infanterie, automobiles draw up and disgorge their dazzling toilettes before the eyes of the hundreds who for hours have contested their posts by the gates to see the sights! With a flourish of horns and crack of whips the "drags" arrive. Horses prancing, harness glittering, grooms erect, they make a splendid entry. For the Prix des Drags is to be run, the smartest race of the Grande Semaine and the sporting event of the Paris season.

The first race has begun, but crowds linger about the betting booths, old sports in gray top hats with field glasses slung over their shoulders, jockeys exchanging tips and smart young bloods in correct morning coats and high silk hats who crowd the paddock as their favorites are led by.

Under the shade of the trees and out in the glaring sun of the pesage the women promenade. The women! Well may the sporting papers complain that the love of sport is eclipsed by the splendor of their toilettes. Americans, French, Spaniards, South Americans molded by fashion into extraordinary similarity. The crowd is talking excitedly of tuniques and tigrane velvet and felts and pailles. All the Parisian monde is there. Society editors are in clover. There is Yvonne Printemps of the chic little revue at the Champs Elysées Theater and the popular Dolly sisters from the Café des Ambassadeurs.

Beneath the boxes the mannikins parade, arm in arm and in groups of twos and threes, as perfectly turned out as any ladies of fashion, from their orange lips to the perfume that floats in their wake. The big designers have lavished enormous care in their preparation. Gaily they parade and pose and smile for the pursuing photographers. To wear pretty clothes, to be admired and photographed, what more delightful profession in the world, and they spread their fine skirts and flirt their parasols like the true artistes that they are.

And last but not least is the modest little dressmaker, perched on her chair in an advantageous cor-

ner of the pesage. Unassuming though she looks she has the destiny of thousands in her hands. Through her the styles will be spread. She will speak with authority on the morrow to her clientes with shrugs and sighs.

"Waist lines," she will say, "Bah! C'est fini. There are no waist lines. Everything is straight and short as in post war days and tight, tight about the hips with a mysterious fullness at the bottom. Voilà la mode!"

Clever little dressmakers! Their eyes travel everywhere and nothing escapes them. They know which big house has created each model without having to hear it from the cherry lips of the girls themselves. That organdie with full skirt, pink embroidery and long green streamers is from Lanvin. Her picture dresses are becoming classic and no one ever tires of them. That all black with the long tight tunique that clings to the figure until the hips are passed, and then flares suddenly, showing beneath a foot of tight underskirt is a Jenny. It is Lucille who has entered an autumn note in that dress of tigrane velvet, a new material whose tawny tones resemble the tiger's back. Lucille, too, is responsible for the printed chiffon trimmed with fringes of opossum fur. And from her chair the little dressmaker reflects that though black and white is still quite smart, the new combination of black and pink is even smarter.

The bell is clanging for the Drag. The grills close on the colored tickets of the betting booths. The horses are on the course. They are off! Over the first jump safely! Chapeaux and tuniques forgotten, thousands of eyes follow the blazing colors of the jockeys. They are coming around. The last jump past, a breathless dash for the post and the Marquis de Croix's Virulent has won by three lengths.

Crowds pour from the tribunes. The Drag is over and the monde repairs to the Polo Club or the cool glades of Pré Catelan or Armenonville for tea and dancing.

Fashions of the Hour[4]

[4] Published by Marshall Field & Company, Chicago.

Especially in newspaper fashion copy is it legitimate to make the entertaining element predominate. Thus the descriptions of clothes that are given in stories of the shopping trips of presidents' wives and interviews on dress by visiting celebrities, are all written as much to amuse and entertain, as to inform about costume details. If the reporter can get the husband to discourse on his wife's preferences in dress as this reporter did, so much the better:

> "Ask Viscount Astor—he knows," is the slogan which the husband of Lady Astor never fails to justify when it comes to giving accurate information down to the slightest detail regarding his wife. He was put to the test yesterday and came through 100 per cent when, behind the stage at Orchestra hall, while awaiting his wife's arrival, he gave definite, colorful, and technically correct data on "the clothes of England's first woman member of parliament."
>
> "When Lady Astor first went to parliament," said Viscount Astor, "I rather fancy many people were disappointed that she did not try to dazzle the meetings with her gowns. Her regular costume for parliament is a black suit, a soft black silk blouse with a bit of white at the neck, and a small black hat and veil, with another touch of white.
>
> "In warm weather she wears a black dress, instead of a suit."
>
> He explained this sartorial simplicity by the fact that a "really serious woman" wants people to be interested in what she is saying, and not what she is wearing.
>
> His remark is reminiscent of Lady Astor's statement on her arrival in this country. "The impression seems to prevail that suffragists don't dress well," she said. "And in England you'll never find women in evening dress delivering speeches. If their minds are on their bodies they can't be on their souls as well. Women do dress beautifully here in America, but there is a limit to dressing beautifully."
>
> Black is the only color for business, according to Lady Astor's ideas, declared her husband. Black,

he said, is also one of her favorite colors for evening dresses. Lavender and gray rank second and third. Black stands first as a color for the hat, "but she often wears green hats," her husband recalled.

Yesterday at luncheon and at the Orchestra hall meeting, Lady Astor wore a lavender silk crepe gown, made in long, simple lines, untrimmed save for the inevitable white touch at the neck. Long bishop sleeves were slit from elbow to wrist and caught into a bishop cuff with narrow bands of the material. Her only jewels were a strand of pearls, a plain wrist watch.

With this costume, which was made just six inches from the floor, her customary length, Lady Astor wore lavender hose and one strap slippers of gray suede and patent leather.

At the dinner last night at the Casino club Lady Astor again wore lavender. A gown of lavender silk with train and sleeve panels of lavender velvet trimmed with chenille fringe in the same shade was fashioned in long lines. Her only jewels were three silver bracelets and a strand of pearls.

Chicago Tribune

The final purpose of fashion copy is to *predict* the mode correctly. The fashion scribe, therefore, must have an uncanny prescience if she would foretell the general lines and features and most acceptable costumes for the next season. To do this, she talks with manufacturers and retailers, but bases her conclusions upon her own experience and knowledge of fashions and feminine psychology, uninfluenced by the opinions of those who have merchandise to sell. Along with her predictions, one writer gives us this glimpse behind the scenes of this necessary sifting out process:

During the Southern season just passed, these women, few in number, great in importance, wore costumes that inspired these predictions on the Northern spring mode.

In general, it will be a "mannish" season. Tailored dresses, suits, untrimmed hats close and small, smooth

heavier materials, plain shoes, close-cropped coiffure, scarfs worn stock fashion. Even the "feminine" woman who does not care for the strictly tailored costume will conform in a measure. But the tailored costume will lead, despite the best efforts of a furious campaign of advertising to kill it. Incident to this, a certain important Fifth Avenue merchant told me of his careful and forceful plans to "kill the suit." "But why?" "Because suits must fit perfectly, and more fittings mean more fitters and more fitters mean less profits. I can sell fifty frocks, fifty gowns, and fifty coats with less salesmen and fitters than I would need to sell fifty suits. I will kill it if I can." But can he? I doubt it.

It will be a black and white season, or rather a white and black, for white predominates. Color there will be and plenty, but it will be tint rather than shade color; pink, peach, apricot, salmon, soft powder-blue and much pale sulphur yellow, some (how to describe it) new French pea-green.

Harper's Bazaar

Getting Exclusive Fashions.—It takes some time for the fashion scribe writing from New York City to form the necessary contacts that will enable her to get accounts of *exclusive fashions.* If she is able in her articles or descriptions to give credit to a shop or a designer, then her problem is solved; if she is not, she may have to gain entrée to exclusive shops through her friends or even rely upon their accounts of a frock or hat. Or it may be necessary to establish an "underground connection" with a manufacturer or importer of foreign models.

Technic of Fashion Writing.—Description is of course the backbone of all fashion writing. The writer must be able to do more than set down what she sees; she must make the reader visualize it, too. She must have almost a poet's feeling for words and an artist's sense of color to flash instantly the picture before the eye. Note the effectiveness of the following:

A poetic linen collar
Porcelain blue
Butter-colored lace
Topped by a hat fairly dripping with flame and orange paradise
A gown ingratiatingly demure
White chiffon frosty with silver thread and pearls

She avoids the commonplace and hackneyed and substitutes the picturesque and unexpected whenever possible:

> A band of Chinese embroidery *interrupts* the course of the collar.
> Suede gloves of sand color *wrinkle* at her wrists.
> Its gold metallic tissue *challenged* the gold of her hair.
> Wool embroidery *besieged* gowns of this character last spring.
> It was of blue linen slashed—most *thriftily*—in self material.
> In those days, the shirtwaist was *lusty*.

Often by the expedient of making a noun do duty as a verb, she secures effective description:

> The extended gown of rich reseda silk reflected in the mirror is *girdled* with dull gold and jewels and is *pocketed* at each hip with very repoussé roses and foliage in the colors of nature. The mauve taffeta robe below lace *fichued* and festooned with fringed frilling pleases a sweet woman of autumnal bearing. The coachman's cloak *caped* with heavy wolf, pleases both the youthful and the mature fancy.

Only a gifted writer should attempt to "jazz" her fashion copy as Corinne Lowe, syndicate fashion writer, does most successfully in both her daily and weekly fashion articles:

> If you can sew a few wild coats this summer, without counting the cost, you will certainly include one of linen. For nothing is smarter, cooler or more convenient.

> The Kasha-register is ringing up style points more merrily than ever. For Kasha, although a highly favored material for several seasons past, is now more in vogue than ever.
>
> So many of these summer wrapsodies are written in the key of flannel. The separate coat for example which we choose to top off our sports costume, is often of this material. Sometimes it is in plain color and sometimes in fashionable plaid effect.
>
> If you are not a widely red woman this year, it will not be the fault of the mode. For under the influence of fashion, red has expanded to include at least a dozen different tints.

She may use French or foreign words, but she should use those that are clear because of their context. And as the worst of the scarlet sins against style is use of trite expressions, she will avoid the following: fetching, newest effects, model of elegance, de rigueur, fashion's latest caprice.

Caption Writing.—Ability to write clever captions—the brief descriptions of garments, hats, etc., that are illustrated—is a gift. Here, too, imagination is the biggest aid. The writer needs to know mythical and poetic allusions; she should have an aptitude for paradoxes and ability for saying the unexpected, the daring thing, that shades imperceptibly into humor yet is restrained and in good taste:

> The Grecian tunic of a rust colored turco crêpe dress pursues an irregular life, but shows preference for the right side; the girdle of pearls, crystal, and strass is wider at the front. The underskirt is draped about the ankles.

> Though an aborigine in spirit only, the center player wears a gay Indian sweater, striped in Navajo designs of red, white and blue, that would stir up a breeze of comment in the most languid summer club.

> As Oliver Wendell Holmes declared, "the hat is the ultimum moriens of respectability." Since Latin is

Greek to most young people, we have no doubt they will make haste to agree. The straw hat worn by the boy is one of a large number made in Switzerland and imported especially for us.

And every day is a party, when one can put on a huge pink bow on one's hair and wear an entrancing frock of white dimity with pink chambray bands and lots of lovely hemstitching and hand embroidery.

A natural color hemp turban swirls itself about in the most unusual fashion and then settles down into a quiet life and a crown effect of geranium, red violets, made of—guess? Patent leather!

II. Trade Magazines

Purposes of Copy.—Fashion copy for trade magazines which are published for buyers of merchandise in stores, is intended to guide the latter in their purchases. Hence it aims to inform and predict. It can be seen that the fashion writer for a trade magazine has a far greater responsibility than a writer for a consumer magazine, since a wrong prediction of style means thousands of dollars' loss to every retailer who follows her lead.

Training for Trade Magazines.—Important trade and merchandise magazines devoted to all lines of merchandise often employ half a dozen fashion writers or editors. Each has her special field of merchandise, such as garments, fabrics, furs, footwear, etc., or she may cover two or three of these. On trade magazines devoted to one line of merchandise only and on smaller merchandise and trade magazines, one or, at the most, two fashion writers are employed. Usually they combine other work on the magazine with fashion writing.

The work demands a thorough grounding in merchandising and, as writing talent and merchandise experience seldom go hand in hand, most of the successful fashion editors of

trade magazines have been trained "on the job." In fact many trade magazines prefer to take the woman who has had merchandise experience, such as selling goods in a store, and train her "the way she should go," rather than take the skilled writer and instill merchandise knowledge into her. Not infrequently trade magazines have women working in the office for a year or more before they are given a chance to do any writing. They may "scout" through the "trade"—that is, among wholesale houses and manufacturers—and thus become acquainted with them and absorb style information without too big a risk on the part of the magazine. They may also be given some minor work, at first, such as taking care of the photographic end of the fashion department.

Work of Writer.—The writer for the trade magazine must first establish the proper relation with manufacturers and wholesale merchants who handle the merchandise she writes about. If she can convince them that she has an intelligent and clear understanding of trade and business conditions it will not be difficult to draw out their opinions. On the basis of their opinions she writes the articles that will be read by merchants and buyers in every part of the country.

Trade and Consumer Copy.—There is a great difference between copy for the trade and that which will be read by the consumer. The fashion writer for a trade magazine writes about each class of garments *as a whole,* and not about individual garments as in consumer publications. Her predictions, too, are based on *selling value* and knowledge of this of course can be gained only by actual merchandise experience. It is as important as knowledge of clothes design. She must also be able to judge of the effect of a new development in one line of goods upon another line. Thus when short skirts came into vogue, it can be readily seen that shoes and hose were greatly affected and suddenly

assumed a fashion importance they did not formerly possess.

While a good clear English style is essential in writing, the fashion writer for a trade magazine should pay more attention to facts than to literary style. Trade papers have recently improved their standards in so far as make-up and typographical appearance are concerned, as well as raised their standards of writing, but they by no means emphasize literary style as consumer magazines do.

III. Fashion and Merchandise Service

Purpose of Copy.—The purpose of copy for fashion and merchandise services is essentially the same as for trade magazines, to guide buyers in selection of merchandise.

Kinds.—These services, so called because they present last-minute information, are more or less condensed reports of fashion trends, and of individual garments and articles of apparel. They may be devoted exclusively to fashions or contain information about other merchandise in stores.

They are put out by resident buyers in Paris (buyers for stores who live abroad), by independent organizations, by associations of merchants and by individuals. Magazines may issue them as a by-product of their Paris fashion correspondence. They are often prepared in mimeograph form, so they can be sent out quickly, and they may be illustrated by sketches or by actual photographs of persons and smart models of frocks, hats, etc. The majority of clients for such services are department store buyers, manufacturers, dressmakers, etc., but some newspapers obtain their fashion news through such sources.

IV. Advertising Copy

Purpose.—Whether advertising copy is for a retail department store, a specialty shop, a manufacturer's output, or an advertising agency, its purpose is the same—to sell merchandise. The copy must convince the reader *why* she must

buy that particular merchandise. If it is retail advertising copy, it must convince her also *why* she must buy at that store; *why* on that day; *why* at that price. Only the work of writing retail fashion advertising copy will be considered here, because this offers preliminary training for advertising writing for an agency or a manufacturer, and because it is a distinct job in itself.

Store Fashion Writers.—Women who specialize in what is known as "fashion copy," that is, all copy on ready-to-wear apparel, furs, millinery, blouses, shoes, accessories, corsets, etc., are employed by many department stores in their advertising departments. A specialty shop devoted to women's apparel will have only fashion writers. These fashion writers write the advertising copy not only for newspapers but for magazines in which their store takes space and also handle all direct-by-mail advertising copy. In New York City, the copy for the newspaper or magazine may be handled through an advertising agency. In other cities, the advertising writer works directly with the publication.

Some stores in addition to fashion writers, employ fashion scouts, also known as "style advisers," whose functions have been outlined at the beginning of the chapter. Their duties vary with the organization for which they are working, but in general they consist of attending public functions and places at which style leaders may be seen, viewing all style shows given in the city, keeping track of new merchandise that stores in other cities advertise, possibly "shopping" in rival stores to check up on arrival of new garments, prices, etc., and putting on style shows.

If the store does not employ a style scout, the fashion writer should be both a scout and a writer and in addition possess a fair knowledge of publicity methods. Personality and executive ability that will enable her to put her store "on the map" as a style headquarters will put her in line for an executive position quicker almost than ability to write.

She can thus work with the publicity department of the store in suggesting style shows and other means of bringing the store's merchandise to the attention of the public; in a small specialty shop, she may have to be the publicity department herself. She should be on the lookout for the story she might "plant" in a newspaper that directly or indirectly would contribute to the store's reputation. It must of course have intrinsic news value. One fashion writer with an unusually keen instinct for publicity, told the millinery buyer who was going to New York to buy millinery, to bring back a hat that had a story in it. She returned with a hat that had a long veil attached to it, into which the wearer could slip her hands. "A hat with sleeves" was the first line of a story the fashion writer got in a prominent place in the newspaper with the name of the store.

System of Work.—The fashion writer should at all times work with the buyers of the various departments whose copy she handles. If she possesses a good style sense, the alert buyer will welcome this coöperation, for she may do more for him than merely describe his merchandise. She may suggest sales events and even advise as to merchandise he should buy. She must therefore be almost as familiar with the merchandise in his department as he is himself. In some stores the copy writer is expected to check up on the results of her work and visit departments where sales are in progress and observe how her copy "pulled."

Her copy is planned according to whether the day's schedule demands price or style copy. In certain seasons, many stores desire to sell the fashion-rightness of their new merchandise and, while price is always given, it is subordinate to the style talk. When the season advances and stores want to turn over their stock, price may be featured in sales and clearances.

Price Copy.—Price copy is so-called because the price is featured. The writer gives specific information as to mate-

rials, colors, sizes, outstanding style features, trimmings, former prices, etc. She uses as few words as possible; she may be almost categorical; she need not have complete sentences and she may make use of the dash to conserve space. The subhead is usually a descriptive label. Following is an example of price copy:

HAND-MADE DAYTIME FROCKS
$5.95

One of those timely events that afford exceptional values while the lot lasts. Crisp new dresses of fine linen, cotton broadcloth and crêpe. Made with exquisite hand drawn designs. In becoming shades of green, blue, orchid, gray, coral, peach—some white. Regularly $8.00 to $12.00. Misses' sizes 16-18 Women's sizes 36-46.

Fourth Floor
(Arnold, Constable & Co., New York City)

Style Copy.—This of course emphasizes style. It need not be as condensed as price copy; in fact the writer has opportunity for colorful, descriptive writing:

FLOWERY COMPLIMENTS
FROM THE GOWN SHOP

The most complimentary frock which Spring has approved is one of flowery patterns and filmy fabrics. To look as picturesque as a portrait by Watteau is simplicity itself when frocked in lavender chiffon, patterned with yellow roses and beaded in lavendar crystal. Or one may affect the fragile charm of a bit of Dresden in petal pink satin frock traced with vague blue roses and clasped at the girdle with a quaint pearl buckle. On the romantic frock pictured, importunate Harlequins woo reluctant Columbines up and down the rose-patterned chiffon fabric. $115.

Gown Shop—Third Floor
(E. E. Atkinson & Co., Minneapolis)

Like the caption writer, the copy writer may also personify the merchandise in style copy:

> The Jumper Frock *insists* on a place in the season's mode.
>
> Velvet Frocks *succeed* in making the wearer as slim as a match by *omitting* belts and only *hinting* at waistlines, with a single bow.
>
> Hyland Hats with Hyland labels! Cloches that choose to be straw and rolls of crushed velvet about the crown. Big Hats in both light and dark colors also *wear* few trimmings.

Technic of Style Copy.—Style copy can be overdone greatly and every reader of store advertisements is familiar with the wordy, flowery copy that uses adjectives *ad nauseam,* the kind that one critic of retail advertising copy calls "too much applesauce." The tendency today is away from that type toward more simplicity and dignity. The value of a good selling talk is realized; there is more emphasis upon price and good illustrations which, after all, impart the *chic* of a garment more eloquently than pages of written description.

The writer of successful copy must have that gift for writing which by its restraint, graceful formality, and correctness of diction gives the atmosphere of exclusiveness that the store wants to impart to its customers. Advertising copy of this kind has been likened by one writer to a voice behind a curtain, beautifully modulated, vibrant with life, cultured in choice of language, that expresses in words, type, and pictures the distinctive individuality of the organization.

Style copy, too, has become more "human" and aims to link dress with the many and varying needs of the wearer and the innumerable appeals that clothes offer. Following are some of these appeals and needs:

An Institution of Paris Fashion

RUSSEKS

Corner 36th Street FIFTH AVENUE Corner 36th Street

THE MOST BRILLIANT SOCIAL SEASON NEW YORK HAS KNOWN IN YEARS BRINGS FORTH EVENING MODES OF SURPASSING SPLENDOR.

The new evening gowns, wraps, furs & accessories,—just arrived,—express the spirit of splendor demanded by contemporary Fashion . . Their unrivalled beauty, exclusiveness & value enable Madame & Mademoiselle to choose individual and becoming modes —moderately priced.

HER SMART EVENING HAT *Should Be of Gold*

It's the smart Paris fashion to be a-glitter this season and the hat of gold or rose—gold metal cloth smartly tops the evening mode.

Appliqued with colorful metallic jewels, half veiled by blonde silk plet lace $25

NEW EVENING WRAPS

Bianchini metal brocades, gold and silver cloths, mirror and chiffon velvets lavishly trimmed with Ermine, Chapchilla, Fox, Mink and Lynx.

$59.50 to $375

NEW EVENING FURS

Sumptuous wraps of Chinchilla, Sables, Mink, Broad tail or Ermine, luxuriously lined with Metal Cloths, Crepes and Brocades.

$795 to $15,000

GOWNS

The New Evening Vogues

The Vogue of Ombre Chiffons
The Vogue of Ombre Fringes
The Vogue of Chiffon Velvets
The Vogue of Velvet & Jewels
The Vogue of Ombre Georgettes
The Vogue of Gold Lace
The Vogue of Brocades & Fur
The Vogue of Romas & Mirrors
The Vogue of Satins & Fur
The Vogue of High Colors

$59.50 to $275

ACCESSORIES

A smart concess - Etruscan vanity sets of carved gold studded with jewels. Perfume flask $2.50 to $5.00
Vanities $3.00 to $15.00

Ostrich ostrich feather fans, combing-tipped and uncurled feathers. $8.50 to $39.75

The long white glove has returned to favor an unusually fine French kid glove, 16 button, as featured at $4.75

Something smart, rhinestone-studded evening vanity bags with purse and mirror $10.75 to $29.75

The smart evening coiffure suggests a bandeau with Rhinestones on Silk, velvet or metal. $3.75 to $65

Fancy chiffon beauty of gossamer texture - all silk, rep to rose double silk gauze tops. $1.95 to $6.75

AN EXAMPLE OF A FASHION ADVERTISEMENT, IN WHICH PRICE IS SUBORDINATED TO FASHION DISPLAY

1. *Seasons*

SUNSHINE FASHIONS

FOR SUMMERTIME DAYS

When Summer comes—with its glorious sunshine, its bright-hued flowers, we must dress to meet it—dress for the gala fêtes of sunshine hours. The sunshine fashions sketched are but a few of the delightful collection shown by Woodward & Lothrop for misses and women—Third and Fourth floors.

(Woodward & Lothrop, Washington, D. C.)

2. *Origins*

THE MODE INDIVIDUAL

Fashion—a truly capricious queen—has penetrated beyond the banks of the Seine for many of her most inspired creations. The Far and Near East—the Vale of Cashmere—the very tombs of the Pharaohs—have given freely of their wondrous treasure trove, of color and design, to add the desired note of individuality to Milady's costuming. . . .

(Stewart & Co., New York City)

3. *Colors*

ROYAL BLUE

HIGH POINTS OF FORMAL FASHION FROM A PARIS CABLE

The small, smart group of Parisiennes who create the destiny of fashion for New York have worn Royal Blue at the brilliant Paris functions, in gowns of velvet or satin, in velvet wraps of regal magnificence adorned with ermine or encrusted with glitter treatments.

(Bonwit Teller & Co., New York City)

4. *Recreations,* travel, vacations, sports

GUIDE POSTS TO VACATION FASHIONS

The ways and turns of Fashion must be carefully followed in accord with the kind of vacation that is

chosen and the place where it is spent. Only with the proper clothes are we in the mood to thoroughly enjoy our vacationing hours. We have chosen for your convenience appropriate attire for various occasions, not forgetting the all-important incidentals. These are just a few of the many charming things you will find ready for you in The Hudson Fashion Shop.

(The J. L. Hudson Company, Detroit)

5. *Outstanding style feature,* material, trimming, etc.

FLANNEL

FASHIONS AS THE SMART WOMAN WILL WEAR THEM THIS SUMMER

The ramifications of the flannel vogue are few—they were definitely outlined at Palm Beach this winter and the authoritative versions are presented in our collection. There is the separate long coat, unlined, and usually with a soft white fur collar—there is the long suit which has a matching skirt or jumper frock—there is the boyish short-jacket tailleur—the brilliant striped blazer, and the dress, one piece or achieved with matching skirt and blouse. These are the correct flannel fashions—really the flannel conventions—and to vary them in the slightest degree is to lose the full measure of chic which attaches to the wearing of the fabric.

(Best & Co., New York City)

6. *Special events,* such as holidays, weddings, graduation, opening of opera season, etc.

SMART PEOPLE WILL WEAR COLORFUL FASHIONS FOR THE FOOTBALL GAMES

The colors of autumn have become the colors of fashion because smart people are wearing the warm reds, rich greens, ruddy russets and soft blends of brown for all the smart sports events—using these new shades in new ways.

(Franklin Simon & Co., New York City)

7. *Social, business, everyday needs,* for every hour of day

THE MOST BRILLIANT SOCIAL SEASON NEW YORK HAS KNOWN BRINGS FORTH EVENING MODES OF SURPASSING SPLENDOR

The new evening gowns, wraps, furs and accessories—just arrived—express the spirit of splendor demanded by contemporary Fashion. Their unrivalled beauty, exclusiveness and value enable Madame and Mademoiselle to choose individual and becoming modes—moderately priced.

(Russeks, New York City)

8. *Local events,* theater, visiting convention, etc.

A SHAKESPEARE PLAY ON WOMEN'S FASHIONS

Now that classic Shakespeare walks among the moderns we discover the number of important things he has to say about women's fashions today. Saks & Company, select an entire page of their new merchandise—frocks, suits and accessories. And after the current fashion call upon Shakespeare for comment!

(Saks & Company, New York City)

The casual reader of department-store advertising copy might get the impression that except when clearance sales were in progress, the fashion writer had new merchandise every day to write about. This is because the successful writer plays up the old merchandise under a new lead, by suggesting new uses, new occasions, emphasizing fashion trends, and always suggesting "just-in" merchandise. As a matter of fact she may have to write about practically the same merchandise for weeks at a time, until it is moved out of the store.

Exercises

1. If you were applying for a position as a fashion copy writer in a department store, you might be asked to study a

store window containing models of coats and dresses, for exactly five minutes and turn in an exact description of each from memory. Try this, making each description about fifty words long.

2. Write a general article for a woman's magazine on the vogue of black, with detailed descriptions of two or three dresses and hats which you may observe in a store. Write a narrative lead, a descriptive lead, a striking statement lead, and a question lead.

3. Neysa McMein, artist once said: "I'm afraid women will never get over dressing as designers tell them to. They really can't help themselves when the shops insist on following the dictates of the designers rather than the wishes of their customers. What is an ardent devotee of the short skirt going to do when she goes to a store and finds nothing that can be shortened to the length popular last year without ruining the lines of the dress?" Write a fashion editorial with the foregoing as a text and show by a study of the history of costume in the *Encyclopædia Britannica* and Fairholt's *Costume in England* that women of the past were slaves to more ridiculous fashions than we dream of today—hair piled three feet high, hoop skirts, etc.

4. Pick out four models—coat, frock, blouse, hat. Write captions for each, one with a pun, one with a classic allusion, one with a literary allusion and one with a mythological allusion. Study captions in *Vogue, Harper's Bazaar,* and *Fashions of the Hour.*

5. Study fashion articles in two or three of the following: *Dry Goods Economist, Nugents* (*The Garment Weekly*), *Dry Goods Reporter, Atlantic Coast Merchant, Pacific Coast Merchant, The Drygoodsman.* Interview a manufacturer in your town. Secure a story from him about his next season's output of skirts, dresses, shoes or whatever he manufactures. Keep in mind that you are writing for a merchant, not a woman consumer, and write about his merchandise *as a class,* not as *individual garments* or articles.

6. Assume you sell a service of your own to two or three department stores, which desire to keep informed as to the merchandise that college young people buy, both men and women. This service includes weekly reports on the merchandise most in

demand. Study the "basic style" that exists in some college; then submit two complete reports, one covering accessories and apparel for college girls, such as coats, suits, skirts, frocks, shoes, hose, scarfs, etc.; the other covering apparel the young men are wearing for sports, for classroom, and for formal affairs.

7. Study the style leads in department store advertising copy in any large metropolitan newspaper (preferably New York). Write a style lead for an advertisement to appear just before a big football game. List articles of women's clothing that should be included for individual advertisements.

8. Assume that you conduct a "collegiate bureau" for a department store, in which you coöperate with the buyers, in obtaining merchandise wanted by college young people of both sexes. Attend a formal function and submit report on apparel worn.

Additional Reading

Bennett, E. A.—*Journalism for Women.* (John Lane Company, New York.)

Burbank, Emily.—*Woman as Decoration* (1917); *The Smartly Dressed Woman.* (Dodd, Mead & Company, New York, 1925.)

Calthrop, D. C.—*English Costume and Dress.* (Adams and Charles Black, London.)

Downs, Marie and O'Leary, Florence.—*Elements of Costume Design.* (Bruce Publishing Company, Milwaukee.)

Earl, Alice M.—*Two Centuries of Costume in America.* (The Macmillan Company, New York.)

Fairholt, F. W.—*Costume in England.* (George Bell and Sons, London.)

Herrold, L. D.—*Advertising for the Retailer.* (D. Appleton & Co., New York.)

Leigh, Ruth.—*Elements of Retailing.* (D. Appleton & Co., New York.)

PERIODICALS

The Ladies' Home Journal, March, 1925. "Dressmakers de Luxe."

Vogue, January 1, 1923. "Who's Who in the Mode."

CHAPTER V

THE BEAUTY ORACLE

> Beauty departments that teach dawdling and interminable time wasting for freakish effect, are an abomination, rather than a service in this day and age.
>
> BARTON W. CURRIE.

Familiar guideposts in the quest for beauty are the newspaper and magazine beauty departments. Editors from time to time have "killed" them, but it is significant that they have always come back—in some form.

In *Business Writing*, edited by James Melvin Lee, it is pointed out that newspapers receive more inquiries relating to the attainment of beauty than to any other subject. This is offered as a tip to writers of advertising copy, but it should prove as valuable to newspaper and magazine editors.

Opportunities.—The field for beauty writing is narrowing down to experts like men and women doctors, and is taking on a physiological and scientific rather than a beauty culture aspect. The "laboratory" idea—doing first and writing about it afterward—so successfully carried out by magazines in home economics subjects especially, has never been developed to any extent in beauty writing. Consequently an opportunity awaits the girl or woman who chooses to become a beauty specialist, learns the actual technic of beautifying processes and writes from her own laboratory. Besides writing magazine and syndicate articles, she could become a consultant for manufacturers of beauty preparations, train demonstrators, suggest new uses and advise as to advertising copy. Many home economics consultants carry

on this work for manufacturers of toilet goods because there are so few scientifically qualified beauty specialists in this field.

The beauty expert may edit or write for magazines devoted exclusively to the subject of beauty. She may also write for or conduct a regular department on women's magazines, farm publications, trade magazines for workers and teachers in beauty shops, and magazines that some manufacturers of beauty preparations issue. She may also write for a syndicate. Individual newspapers do not as a rule maintain departments which are conducted by one of their local staff.

The old practice of creating a fictitious authority on the newspaper, this authority being a battered scrapbook of formulas and beauty "secrets" clipped from every source, reliable and otherwise, from which the women reporters on the paper take turns compiling answers to questions, has practically been discontinued. Not only did it result in an unscientific presentation of the subject, but the paper ran the risk of imparting information that might have dangerous consequences. Before her ignorance of chemistry was discovered, one woman writing a series of beauty articles for a Chicago paper, several years ago, recommended such quantities of hydrochloric acid in her formulas, that had they been followed, people using them might have been killed. Consequently the syndicate feature prepared by an expert, or at least "safeguarded" by a doctor or an expert, is the most practical one for newspapers to handle.

How to Get a Start.—The local paper, then, as a market is barred to the aspirant to beauty writing, unless she can evolve some new or original ideas to make the beauty feature read as much for its news value as for its advice on beauty subjects. This can be done by beauty contests and by such "stunts" as are described at the end of the chapter.

The writer may, however, submit articles to magazines but she should choose those which use contributed articles

and do not have a regular department. There are a number of the latter as well as a few which run a series of half a dozen articles by the same person from time to time. By examining the table of contents of all women's magazines for a few months, the writer may easily discover those that might be in the market for an article or for a series of articles.

Then there is the field of trade beauty magazines which the beauty oracle should consider. These publications use news about various beauty shops and organizations of hairdressers and cosmeticians from every city. The beauty scribe should study these magazines and find out if her city is covered; if not she could arrange, by correspondence with the editor, to cover it.

Preparation.—Specialization in one phase of the subject might prove the shortest route to success, though the beauty writer should have a fundamental knowledge of physiology and hygiene. Since regular and wisely directed exercise is more and more recognized as "first aid" to beauty, there is a wide field for writing upon the physical culture side of beauty attainment. Likewise food and diet have such a close relation to health, which in turn affects the outward appearance, that the beauty oracle might profitably consider specializing in this branch of the subject, scientific knowledge of which may be gained in any college of home economics. Then there is the phase of cosmetics. Although external aids are no longer emphasized as much as formerly in beauty dissertations, so long as manufacturers continue to flood the market with new products and so long as women continue to be interested in them, there is opportunity for intelligent writing upon this side of the subject. A scientific knowledge of cosmetics based on a thorough study of chemistry might lead to opportunity in the business world, where the beauty scribe could become a writer of advertising copy and booklets and eventually start her own business.

The first woman to make a success of a so-called beauty department on a New York newspaper, Harriet Hubbard Ayer, capitalized her knowledge of feminine needs by starting a business in cosmetics and there are beauty writers today who derive an income from beauty preparations which bear their name. The aspirant to beauty writing should by all means take a course in beauty culture at some reliable school and actually learn the methods and processes of the best beauty specialists and operatives. Courses in news and feature writing which she could secure in a school or department of journalism would fit her to write in the shortest time and would prove the best foundation for the type of writing she would have to do.

Qualifications.—The beauty oracle should have practically the same tastes as those demanded in a woman who becomes a beauty specialist—an essentially feminine love of beauty and daintiness, so strong that she wants to encourage it in other women. She will translate this into articles and advice, just as the beauty specialist will translate it into the becoming coiffures or smooth, glowing cheeks that emerge from her hands.

Change in Writing.—Beauty articles and information, as we have pointed out, have become more scientific. Women today want reasons for the suggestions given; they want physiological facts that will enable them to determine whether the advice is good or not; they want to know, for instance, why the skin becomes darker with age and why the arches of the feet fall. Some other changes revealed in modern articles are:

They are written as much for the business woman who buys her cosmetics at the corner drug store instead of making them, and who has approximately fifteen minutes a day for beautifying, as for the "sybarite" who has at least two hours a day to spend becoming beautiful. In other words they are concerned with "short cuts" to beauty.

They show an almost entire absence of formulas except for a few of the simplest.

They stress wholesome living, right thinking, the mental side of beauty attainment.

Types of Beauty Articles.—There are two well-known types of beauty articles: (1) instructional and (2) informative.

Instructional Article.—The instructional article may be made up of detailed or general directions on the subject of improving one's appearance. Every phase of beauty attainment, including those relating to it only indirectly, provide texts for the writer—improvement of hair, scalp, complexion, hands, nails, feet, eyes, manner, speech, voice, and posture. As certain externals enhance or detract from appearance, the beauty scribe also writes of clothing, both outer and under garments, jewelry, perfume, etc.

Directions and facts for the instructional article may be advanced by the writer herself or obtained from some one who is an authority. When the writer herself advises and instructs she uses a personal, conversational, almost "chatty" tone and she makes her instructions explicit:

> Some of the preparedness that is counseled must begin at night if we would protect our skins from the March winds. When very windy weather seems probable for some days, water is best avoided as a cleansing medium, and creams should be substituted. Do not, however, do the cleansing briefly or hastily. Tie back your hair with a soft towel, and smear the face liberally with your very finest, blandest and most searchingly, penetratingly cleansing of creams. Work it gently into the pores, then take it off with a fine, soft towel or some of the tissues, on sale in many beauty parlors for this purpose. And then—do it all over again! The skin has suffered usage too rough for a single ordinary treatment to suffice. This time, the pores being well opened, let the cream stay

on for ten minutes and sink well in. When you are satisfied you have removed it all—warming your "remover" is not a bad idea—gently pat your nourishing cream over the face and throat. If your skin is at all flabby, a patting with some good astringent lotion might follow, but do not do this in windy weather unless you really need to.

Beauty

The interview article or the article in which the writer gives advice or instructions obtained from an authority is one of the most popular today and enables magazines to obtain information from the widest possible sources. It is the nearest approach to the "laboratory article" since it discusses *what has been accomplished.* The Ziegfeld Follies girls are the last word in beauty and grace. How do they do it? Is it cosmetics, exercise or diet? Whatever the writer finds out makes the kind of beauty reading greatly sought by magazines and by syndicates.

Sources of interviews that provide good copy for this interview article are:

Artists' models
Stage and movie people
Women in the limelight
"Professional" beauties
Doctors who are performing new surgical operations
Beauty salons, especially those of Paris

In the following, note that the writer gives the setting in which she finds her interviewee, a description of her appearance, followed by advice on this perennially interesting subject:

MYSTERY IS SECRET OF WOMAN'S CHARM, SAYS PARIS "QUEEN OF CHIC"

By Antoinette Donnelly

Paris, Feb. 21.—Waiting for a first interview with Cecile Sorel is not an unpleasant occupation, if one

waits in the salon of her beautiful home on the Quai Voltaire.

Here is the perfect setting for this charming and witty ornament of the French stage. In a neighborhood full of historic interest, haunted by the shades of France's greatest men and women, Madame Sorel has chosen to make her home at No. 7, across the street from the former home of Voltaire.

The salon itself, which one reaches by way of an old broad winding staircase, has a tone of time about it which is like a whiff of potpourri. Beautiful soft, faded damasks, ancient velvets, and brocades cover the Louis Quatorze furniture and, lest it should be too somber, a trick of the Parisian actress to fling a gorgeous stage costume here and there is indulged in. On a chaise longue is a magnificent robe of cloth of gold, the folds so disposed as to show the violet shadows between them. Nearby is a splash of Chinese red and a bit of jade green. The room is so large that these colors do not offend, and the careful carelessness of it is charming.

But I was not there to study interior decoration. My mission was to extract some theories on exterior decoration from Madame Sorel, who is known as the most chic woman in Paris, as well as one of the greatest actresses of today.

After a sufficiently interesting period of waiting—suspense is useful—the folding doors behind me were flung back and a man servant ushered me into madame's library, also a charming room, where a bright fire was blazing. I saw at once that Sorel understood the art of proper lighting and the becomingness of shaded lamps.

She was looking smart in an afternoon costume of tight black satin which showed the lines of a youthful figure to great advantage. The long tight sleeves of the gown showed her white hands only, superb in their gestures. She wore a small black hat on her fair hair, from which curled an amazing long green plume down to her shoulders. Ropes of pearls completed the picture. She sat gracefully and at ease, but there was no hint of lolling or lounging which spoils many another woman's posture.

"What is the chief quality of attractiveness in a woman?" was my first question.

Sorel smiled. Her famous beautiful teeth are in deed beautiful.

"Charm, don't you think?" said she.

"Define it," I dared her.

She who has so much of this indefinable quality hesitated only for a second. Then. "Brains have a great deal to do with it. But they must be of a special kind; the kind that knows when and how to conceal themselves. The charm of a woman consists largely in mystery. She must not tell all, nor appear to know all. Mystery, that's it."

And Sorel smiled—mysteriously.

She had just returned from a triumphant visit to Constantinople, and was enthusiastic over the splendors of the east, the sultan's palace which she visited, and the old harem. My business of painlessly extracting beauty secrets had to be resumed, however, and I asked her to tell me what kind of exercises, sports, and so on the Frenchwoman follows to keep her figure so slim and girlish.

"Not too much sports," she said. "French women, those who wish to be beautiful, are in terror of developing muscle. Their idea is the Greek form of exercise, harmonious development of the body with no great ugly muscles. I myself go in for Greek exercises, and so do most French women, I believe. Your American sports are too strenuous for us."

Madame Sorel is firm in her attitude against the present mode for short evening dresses. She considers them undignified and ungraceful except for young girls.

"One of the secrets of being well dressed is knowing when to wear certain things," she said. "The short dress is proper for the morning or for an afternoon stroll on the boulevard. But for a splendid evening affair one should be more formal, and one's garments should flow more gracefully."

Cold baths are recommended by this interesting woman as the greatest youth preserver on record. "They preserve the health, the texture of the skin, and the general tone of the system. Unceasing care of

hair, teeth, hands and every detail of toilet goes without saying."

"But all that takes so much time," I said. "American women want a 'get rich quick' method."

"Impossible," madame said. "Anything that is worth doing at all is worth doing well, and to do it well takes time. Remember that, mademoiselle."

One of the things that constantly impresses you about the women of Paris is that they do find the time today for the things that many of the rest of us, less energetic in this direction, promise to start on tomorrow. They make the time for baths and massages, marcels and manicures. They make the time to be beautiful. And, after all, is not this being beautiful more important in the long run than some of the useless occupations we indulge in? Sorel thinks it is, and she has the reward of an age when hope might be abandoned by many another woman of being toasted as the most chic, the most elegant woman in Paris.

Copyright, *Chicago Tribune*

The Informative Article.—There is a wealth of interesting subjects for the informative or more or less entertaining beauty article—accounts of old-time beauty methods, noted beauties of history, poetry, drama, and the opera. Achievements of old masters in immortalizing beauty on canvas, their ideals of feminine beauty and their technic also suggest themes. Descriptions of modern types of feminine beauty in every foreign country and their beauty "secrets" also provide entertaining material. Following is an example:

THE MERRIE PAST

By Mary Corbin

A charming story has come down to us through the ages to illustrate the gallantry of days gone by. It is about Sir Walter Raleigh, an adventurous gentleman, who lived during the time of Shakespeare, and, if we may believe this old tale, Sir Walter one day

threw his handsome cloak into the mud of a London street so that Queen Elizabeth might pass by dry shod.

Countless school girls reading this story have sighed to think that they were born in the prosaic twentieth century.

True those were gallant times, but there were decided disadvantages to life in Merrie England, especially for a woman.

Velvet clad, befeathered gentlemen might grandly fling down their best cloaks in the mud to save the shoes of their lady friends, but the same lady friends must have had a hard time stepping across them—in fact stepping anywhere.

For a woman of Queen Elizabeth's time put on a complete framework of whalebone and wire, known as a farthingale, before she even began to assemble her outer garments, which were supported by this structure much as the twentieth century housewife supports the week's washing on a rotary dryer.

The small waists of the Victorian era, were large compared to those of the women of Queen Elizabeth's day. Beneath their chins they wore ruffs which sometimes contained eighteen or nineteen yards of linen and so large were some of them that it became necessary to underprop them with a framework of wire.

The fashionable woman of Shakespeare's day wore a wig. The Elizabethans revelled in wigs. Queen Elizabeth possessed eighty at one time and Mary, Queen of Scots, changed her hair every day.

Those who didn't wear wigs, dyed their hair, not just to conceal the fact, that it was turning gray, but to please a passing fancy. Elizabeth's hair was a very decided red during the latter part of her life. Evidently that wily lady knew something about henna, because as a girl her hair was brown.

These also were days of "face washes and complexion paints" and aids to beauty were by no means restricted to the upper classes. One writer of the time says "for a penny a chambermaid may buy as much red ochre as will serve seven years for the painting of her cheeks." However a penny was quite

a lot of money in those days. And the men painted their faces quite as frequently and carefully as the women.

Women of rank had their hair built into towering masses on the crown of the head.

Such were the days of Queen Elizabeth and Shakespeare. Manners and fashions then were very grand and pretentious, but distinctly uncomfortable.

However, after a while Charles I became ruler of England and fashions were very lovely for a time. The farthingales, ruffs and stiff, embroidered dresses developed into the graceful loveliness of velvet, satin, pearls and point lace.

The dyed hair and the high headdresses were succeeded by the charming style introduced by Queen Henrietta Maria, the wife of Charles I. This consisted of a few small curls upon the forehead, with a soft looking mass of slightly longer ringlets behind the ears and the back hair coiled into a simple knot. The men adopted the fashion of curled lovelocks and hats with sweeping feathers.

The "face washes and complexion paints," however, did not disappear and patches became the rage. One girl writing to another about this time, tells her friend that she is sending her "a recipe for paste for making white the hands" which treasure was to be kept a profound secret. And another fashionable young lady writes to her husband in Paris and asks him to buy "some black patches" and "the little brushes for making clean the teeth."

But the beauty of dress which came in with Charles soon disappeared.

By 1880 dress and manners had gone through various forms of eccentricity and the horrors of Queen Victoria's day were looming on the horizon.

In short, life in Merrie England was never quite what it was cracked up to be.

Milady Beautiful

Outward and Inward Beauty.—The best of beauty writing today recognizes the close connection between the mind and the body. In fact, Juvenal recognized it nineteen hundred years ago when he wrote his oft-quoted "mens

sana in corpore sano." The beauty scribe must preach the doctrine of wholesome living, which means observing the rules of hygiene, diet, and exercise. She must show from time to time how closely related is the fit mind—free from worry, pettiness, malice—to the fit body. Thus she must be something of a philosopher as well as a scientist and inspire her audience with the highest ideals of beauty. Writes Celia Caroline Cole:

> External beauty helps you to conquer everything. It helps—that's why it is so important. That's why styles in races may come and go, but the importance of beauty runs through every change. But the thing that really conquers life and the things in you yourself that are faulty, is a beauty that is cleansed by loving, strengthened by courage, fed by joy. You've seen plain girls grow into beautiful women because they lived by these three things. Power, beauty shine out of their faces. They've learned to live!
>
> Cleanse your mental home by sweeping out all the little, frittery, non-essentials. Travel light! Ask yourself: "What is life for?"—and then lop off all things that don't help toward that goal. Every big fight brings out big, glorious things in people. It's all these funny, little, frittery "scraps," struggles, that wrinkle and age and warp our souls and bodies.
>
> *Delineator*

Variety of Departments.—On some magazines, the beauty department may be in the nature of a shopping service, carrying an announcement that the department conductor will purchase the articles described for readers. It may be a combination service to the advertisers of beauty preparations, and to the readers. The beauty dissertation appears as editorial matter and gives service to the readers, through an offer to supply names of any preparations, beauty aids, and toilet goods mentioned. It gives a service to advertisers by mentioning their names and addresses in the list furnished the reader upon request.

Beauty Service.—Because it has performed a real service, at the same time that it provides original, newsy beauty copy, the student can, to her advantage, follow the department conducted by Antoinette Donnelly (Mrs. W. G. Hamilton) of the *Chicago Tribune* and the *New York Daily News*. She performs actual experiments in beauty culture and writes daily articles of her progress. She reduced a stout "subject"; added twenty pounds to a thin one; improved a faulty complexion; remedied a condition of falling hair. Her daily articles which she incorporated into booklets, sent free on request as part of the service of the department, gave actual names and described methods step by step. Thus they were both *live* news stories as well as constructive advice for the beauty seeker. In a contest with former Health Commissioner John Dill Robertson of Chicago, to see which could accomplish the greatest "fat removal" from twenty-five men and twenty-five women (she took the men) she secured national publicity for the stunt. Incidentally she won with the men. This was repeated in New York City, with Dr. Royal S. Copeland, then Health Commissioner, where each took fifty persons. She won again with her men, because they stuck to her regimen better than the women did to that outlined by Dr. Copeland.

Another "stunt" that she wrote up from a news as well as a beauty advice angle, was the choosing of the most beautiful woman in America, her search taking her to Hollywood and resulting in interviews with several beautiful screen stars. Choosing the twelve most beautiful women in America, was productive of very readable and informative copy from the point of view of their secrets and her own impression of their eligibility.

A striking service was the remaking of an "ugly duckling," who had written her that she was unhappy, unpopular, and discouraged. She took her in hand, put her through a course of beauty training, beginning with her

diet; taught her how to fix her hair, how to buy frocks with becoming colors and smart lines, how to take care of her hair and complexion; how to walk and speak, with the result that there emerged an attractive girl so improved in health and self-possession that her whole attitude toward life changed.

Perhaps one of the secrets of Miss Donnelly's success as a beauty writer is that the reader never knows what "she will do next."

Exercises

1. Write an instructional article on "Care of the Nails." Write three leads—narration, direct statement, and allusion.

2. Write an article on "Hands." Make it a combination instructional and informative article by securing an interview with some actress on the subject of making the hands express emotion; add any observations of your own about actresses' or screen stars' use of their hands; study the capable hands depicted by old Dutch masters and describe them; give practical directions for care of the hands.

3. Interview an authority and write a story on "Posture."

4. Talk to the proprietors of four or five beauty shops on the subject of caring for bobbed hair. Embody the advice of all of them in an article.

5. Find out what four or five department stores carry in the way of curlers. Describe in a chatty article or assemble into a shopping service department.

6. Prepare in chart form, colors for dress to be worn with every color of complexion and hair.

7. Send for some of the booklets which women's magazines publish on various beauty subjects. Study two or three dealing with the same subject and condense the information into an article.

Additional Reading

Kellermann, Annette.—*Physical Beauty and How to Keep It.* (George H. Doran Company, New York.)

Wolcott, Imogene Burch.—*The Book of Personality.* (G. P. Putnam's Sons, New York.)

CHAPTER VI

THE ADVISER

> He had divined the fact that in thousands of cases, the American mother was not the confidant of her daughter, and reasoned if an inviting human personality could be created on the printed page that would supply this lamentable lack of American family life, girls would flock to such a figure.
>
> EDWARD BOK

This is one of the careers in which a woman can best capitalize her feminine instincts. It brings into play the protective, mother side of her nature, and, like the work of the priest or minister, the real reward comes in the deep and abiding satisfaction of performing a needed service and in a lengthening line before the daily "confessional."

Opportunities.—The woman adviser has performed a more striking service on the newspaper than on the magazine. She has done this through the familiar medium of her "question and answer" column. There are many subjects upon which readers may obtain information and advice by letters sent to a publication. Of those handled by women, those concerned with love, marriage, and general conduct of life problems are best known. Other subjects handled by the personal inquiry method are those on homemaking, beauty, vocations, clothes, etiquette, and entertainment.

Women's, children's, farm, and religious publications, newspapers and syndicates are some of the mediums for the woman adviser. If she writes for a newspaper syndicate, she often has assistants and much of her information is sent

out in printed form. Only the largest newspapers in the country can afford to employ a woman on their local staff to handle an advice department, so they "route" all inquiries to her on a wide range of subjects. The most interesting are selected for publication and the others may be answered by personal letters written by her or by her assistants. The *Chicago Tribune* and the *New York Daily News* conduct a philanthropic exchange, "The Friend in Need," the conductor also having the same name on both papers, "Sally Joy Brown." Such a department offers little opportunity for creative writing, but it has proved of immense service, since it has benefited thousands of people all over the country and developed many unofficial "friendly visitors" to needy homes.[1]

How to Get a Start.—If a girl is interested in this work, the most direct way to secure a start is to apply for work as assistant to a woman adviser on a newspaper or for a syndicate.

If she wishes to initiate such a department, she should choose some newspaper or magazine which might be interested in starting it, and present the idea "in toto" to the managing editor. She should prepare a suitable salutatory, choose a pen name and a title or heading descriptive enough to indicate the audience for which it is intended, whether girls, women, or men and women.

Preparation.—College training will no doubt widen the mental horizon of the adviser and make her well informed on a variety of subjects. Such college subjects as biology, psychology, and history should give the necessary basis for sound, intelligent, one might say scientific (in the light of what science has contributed to modern ethical thought) interpretation of the problems that will come before her. She needs courses in writing which will enable her to write clearly and convincingly, rather than brilliantly or cleverly.

[1] See *Editor & Publisher,* August 21, 1922, for account of it.

Qualifications.—Since a personality must be created on the printed page, the conductor must have a personality to create. Probably the first requisite is common sense.

Mrs. J. E. Leslie (Nancy Brown) of the *Detroit News* puts maturity first. She writes:

> No girl could run such a column—it would be a crime to let her attempt it—for her own sake as well as the paper's and the writer's. She would lack judgment of the problems which would bar her from success. For her own sake it would be a sacrilege to ask a girl to read the letters. They would ruthlessly—often coarsely—tear away the veil of modesty and innocence that belong to even the most sophisticated girl. Even to the married woman of mature years, they open problems of morality or immorality—that have never been her lot to meet and that shock her life principles to the foundation.

On the other hand, the person who has been weighed down by too much experience, so that pessimism and sadness creep into her column, is not the ideal person, for readers are quick to react to buoyancy and the cheerful, hopeful word.

She should be a practical psychologist and also sufficiently philosophical to realize that most human problems can be met by looking biological facts squarely in the face. Says Lillian Lauferty (Beatrice Fairfax):[2]

> It is *fear* that one reads between the lines of so many tear-stained, scribbled, imperfect documents. It is always fear that stalks behind the longing to banish human woe and evoke harmony from discord . . . fear of loneliness, fear of being unpopular, or bored, or seeming indifferent, of failure, of old age, of inhibitions, of the primitive self who might dart forth if the barriers were down. . . .

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[2] See "Between the Lines," *Harper's Magazine*, February, 1924. This article was signed by the name "Lillian Lauferty," but her identity with that of "Beatrice Fairfax" of the Hearst newspapers is well known and has been pointed out in various newspaper publications.

Above all the conductor should have that spirit of helpfulness that makes her take joy in the "good she will do" that the public knows nothing about.

History of Question and Answer Departments.—Beginning with seventeenth century English newspapers, the question and answer method of presenting news and information has come down in varied forms for serving human needs, and so potent is its appeal and usefulness, that it is even used in advertisements (see insert facing p. 126).

One of the first advice departments in any paper was conducted on the *London Athenian Mercury* and the following which appeared in an issue of 1691, is typical of both questions and answers:

QUESTION:—How shall a woman that is plagued with an ill-natured husband reclaim him or make him better.

ANSWER:—Show him this *Mercury* and tell him if he don't amend, his name shall be printed in it at length the first Tuesday of the next month. But to be graver, the best direction that can be given in so general a case is to be as patient as possible unless the husband is a Brute that this manner of behavior will but make him more insulting.

There are departments in newspapers today that owe their existence to the question and answer column. In the *Chicago Tribune,* February 12, 1876, a letter signed "a poor man's wife" appeared asking for a "few plain cooking recipes" for cake and assuring the editor to whom it was addressed that many other women "would be thankful to receive information" through this medium. This letter was the beginning of the household department.[3]

One of the first editors to answer letters in the editorial columns of a newspaper was Charles A. Dana of the *New York Sun.*

An Invisible Service.—Magazines and newspapers have long rendered an invisible service, so called because neither

[3] Thesis by C. E. Hershey, University of Wisconsin.

the letters of inquiry nor the answers are printed. An interesting account of the development of such a service in *The Ladies' Home Journal* is told by Edward Bok, in his autobiography, *The Americanization of Edward Bok*. He made the rule that every letter, no matter how inconsequential, should be answered quickly, fully, and courteously with the questioner always encouraged to "come again." At one time this magazine had a staff of thirty-five editors who answered letters, and before the war, the yearly correspondence totaled nearly a million letters. This rule of prompt and courteous service is now followed by all leading publications.

Service Booklets and Printed Material.—As a result of the flood of inquiries that publications receive, there has developed a service in the form of booklets, charts, and printed material of every nature and on every subject upon which readers desire information. This service facilitates imparting desired information; it is good promotional advertising, since it "broadcasts" the name of the publication, and it yields a financial return to the publication when the printed material is sold. In many cases, these booklets almost pay for the upkeep of the department.

Growth of "Lovelorn" Departments.—Though they were started as the typical much-ridiculed "lovelorn" feature, some of these outstanding departments have developed into tremendous mediums for service and welfare work. This has resulted wherever editors and publishers have realized their possibilities for vital and far-reaching service, and especially wherever women of vision and character have taken them over, infused their personalities into them and developed these possibilities.

The Ruth Ashmore (Mrs. Isabel A. Mallon) of *The Ladies' Home Journal* was, according to Edward Bok, the first adviser and for an account of her "origin," the reader is referred to Mr. Bok's book.

The first well-known newspaper adviser was Winifred Black (Mrs. C. A. Bonfils), the "Annie Laurie" of the *New York Journal* and other Hearst newspapers. Known chiefly now for her inspirational writings, this newspaper philosopher built upon a foundation of varied newspaper work (she has been telegraph editor, Sunday editor, assistant city editor, and special writer) as well as of useful service, for through her writing, she inaugurated many needed reforms while in charge of the large charities of the *New York Journal* and the *San Francisco Examiner,* and even counted among her varied and interesting experiences an investigation of the conditions in the leper settlement in Molokai, Hawaii, in 1892.

Writing of the origin of The Experience Column of the *Detroit News,* Mrs. J. E. Leslie says:

> It started April 19, 1919. The idea originated with the managing editor, though at this time, I think he had no conception of the intricacies and problems and paths into which it was to lead or the amount of work it would involve. He asked me to conduct it, which I did, with as little suspicion of what it was to be as he had. I did not altogether approve the departure for the woman's page, because my idea of such a column, had always been of the lovelorn kind. Experience is anything but that.

This department can probably point now to more tangible results than any other newspaper department. Begun as a weekly feature, it grew in six weeks into a daily feature; in less than two years the letters averaged over a hundred daily; at the end of five years it expanded into three departments. Besides the daily department, "Experience," for both men and women, there are two weekly departments, "Inexperience," for children, and "The In-Betweens," for young people between fifteen and twenty years old. Just as important as the letters it prints, is the social service work it

carries on, of which the public gets only a hint—a work that threatens at times to engulf the column. Beside the practical advice and inspiration given to thousands of individuals, it has benefited *en masse* many other thousands through the "Get Acquainted" and "Friendly Social" clubs, which the column "carries." It acts as an exchange when unusual appeals bring in offers of help, cash, jobs, clothing, beside letters of sympathy, effecting this exchange after careful investigation by one of the staff. Through its influence, a special course for adults who could not attend day or night schools was organized by the board of education. The solution of the various problems brought to the column, has brought it into intimate touch with all sorts of institutions and organizations of Detroit. It is actively recognized by all charities, social service departments, churches, fraternal and literary organizations, municipal and judicial authorities, industrial and state institutions, and hospitals. It has probably done as much to humanize the city as any agency working for betterment.

In her article "Between the Lines," Lillian Lauferty tells how she came to take over this department. Sent to get a story about a boy who committed suicide, her better impulses would not let her use the front page revelation she had wrung from the boy's mother, and when she reported "no story," her chief turned over the department to her with these words: "If you are so much interested in human problems that you can't see when they are news, go out and study these letters. They are all that is left of a feature which used to bring in two hundred and fifty letters a week and is down to about thirty now. The department is yours if you can bring it back to a hundred letters a week. You don't know a story when you see it, but maybe you'd like to try and prevent a few from happening."

Pointing out that these columns of advice are an important phase of the disinterested service that newspapers

are rendering, Addison Hibbard in an article "Some By-Products of American Journalism"[4] says:

> Did it never occur to you that your Beatrice Fairfax and your Nancy Brown are women's deans for the great untutored world of shop girls and clerks? I imagine many a faculty confidant in a girls' college could match this story of "Heart-Broken" with one similar in sentiment. The "Advice to the Lovelorn" is the only private office to which many a girl has access. And by the way could you give "Heart-Broken" any better advice than that offered by friend Nancy?'

An article in the *Kansas City Star,* November 5, 1923, revealed the identity of The Chaperon, at the same time that it announced her resignation from the paper after twenty-four years of service. Commenting upon this veteran conductor, who in real life was Mrs. Rea S. McClure, it says:

> Those who might take the impression that The Chaperon dealt only in "love and lotions" would have that impression corrected could they know of the family problems and home tragedies that bulked so large in her everyday work.
>
> Little of this was revealed to her readers who could not know that much of her advice and helpfulness was extended through private correspondence. She gave of herself to all who appealed to her, her thought not of making a newspaper article, not of the "good story" which a professional instinct could not fail to detect in the problems that came before her, but always of those hearts whence came the cry. She would have no parade of tragedy for the sake of parade. She took up personally by letter such cases and made her own heart and mind the repository of the griefs and troubles they involved.

Value of a Name.—The conductor may choose her own name, if she writes under a pen name, but the publication is

[4] *Editor & Publisher,* April 2, 1921.

more apt to choose it for her and it remains the property of that publication even after she has left. Thus a veteran adviser on household and other topics wrote—presumably—for a well-known newspaper for years after she was too old to answer the many inquiries that came into her department. The work was carried on by her daughter and the paper continued the name until her death. Another newspaper lost a veteran counselor to a rival paper, but so prized was the name and the following she had created, that it kept the first or given name and adopted a second, beginning with the same initials and the unobserving reader probably never noticed the change! Because of complications of changes and deaths, many papers prefer such generic names as "Chaperon" or "Dulce Duenna." Simple, easily pronounced, practical-sounding names are best; fancy names are taboo.

Equipment.—There are certain "tools" which the adviser must possess if she would be efficient. In her reference library should be books on vocational guidance, entertainment, and etiquette. An international almanac such as some newspapers issue, will be useful, as well as such reference books as Hone's *Everyday Book* and Walsh's *Curiosities and Popular Customs,* because questioners are constantly wanting to know elusive facts about origins, customs, and superstitions. College bulletins, especially those of extension divisions, and bulletins of night school classes are sources of the kind of information she must keep on tap. She should be familiar with all the social service agencies of the city.

The information which is most universally in demand she may prepare in the form of booklets, folders, charts, etc., if her publication is willing. This will save time and simplify her work. Typical requests may of course call for much information that seems trivial. For instance, departments for girls from fourteen to twenty report a demand for such

information as proper colors to wear with certain complexions; most becoming ways of doing the hair; proper weight for height and age; ways of overcoming bashfulness, and lessons in reading the character by handwriting.

Checking Up the Department.—The adviser must expect a thorough checking up of her department from time to time by the managing editor of her publication. Letters which come to her indicate best both the amount and kind of "reaction" she is getting. A disproportionate number of "fakes" and silly trivial letters often reveal that she is not impressing the public with her sincerity, or is not printing the right kind of inquiries. Department conductors have learned by experience the danger of "passing on" desired names or addresses of correspondents, especially to those of the opposite sex. The adviser reserves the right to be intermediary in all cases. Names of proprietary articles are not mentioned either in printed answers or private letters.

Conducting the Department.—Here are a few don'ts to be observed in conducting such a department:

Don't let the correspondence pile up. Remember your questioner may be watching the mail or the paper daily.

Don't read the letters you receive to the rest of the office force. They involve problems that are sacred to some one.

Don't give way to the impulse to be funny or sarcastic, no matter how cleverly you can do it.

Don't take sides too strongly. Without sidestepping, you can avoid being partisan.

Here are some positive suggestions, illustrated by answers from well-known mentors:

Give constructive concrete advice. Tell the inquirer the names of the books she should read, the exact words to say at a certain time, what to write in a letter of congratulation, etc.

Says Nancy Brown in "Experience," *Detroit News:*

> Dear Little Girl: I would watch the want ads in the newspapers and find a different place. Find one

where you can go to school evenings. Have that understanding when you go there. There are many, many such places where the family will be interested and glad to help you. Don't lose your ambitions for an education above all. If you find that you are not eligible for night school, go to the Board of Education, 50 Broadway, and ask for Miss Allen. Tell her I sent you and what you want. She will tell you just where to go to get it or will plan out a course for you to study at home and come to her for guidance.

Here is another thing that I wish you would do. Go to the nearest public library and ask for a card. After you get it, ask the librarian to please direct you to books that will help you in a general education.

If you cannot find a place to work where you will be happy and can study, go to the Girls' Protective League and ask for Miss Hurlburt. Tell her what you have told me, and she will help you find a place. If you will do these things, child, you will find there is no need for you to go without an education even if you haven't money to buy it. Be a good girl and be agreeable and good natured so people will like you. You will find that will help you as well as other folks.

Keep your sympathies alive and take the little tragedies that are brought to you seriously. Don't spill maudlin sympathy, but be human, personal, maternal.

Says the Chaperon in the *Milwaukee Journal,* to an inquirer whose letter might easily have provoked sarcasm:

Keep to your high standards, Mickey, dear. They cannot be too high. Your letter was well-worded and well-written. I am sure you will soon recover from your crush. You are fortunate to have a girl chum who like you is not silly. You'll meet some fine boy to pal with, too, I'm sure.

Back up the mother whenever possible, and hold her up always as the real confidant.

Writes Annie Laurie in *Seattle Post-Intelligencer:*

> Elsa—Your mother is quite right in insisting that your callers leave early, my dear, and I think she is overindulgent when she allows you to have callers at all, for you are too young to have a regular caller. I don't see when you have time for your school work if you allow this boy to be at the house every night.

Sound a hopeful note whenever you can, for the advice seeker frequently wants only to be encouraged and cheered. Writes Beatrice Fairfax in the *New York Evening Journal,* to the girl who wails she cannot make friends:

> The New Year will bring you love if you prepare yourself to know it when you see it, to appreciate it when you have it and to make it so welcome that it will want to stay with you. To call out devotion you must want it and know how to appreciate it.

Be plain spoken when the occasion demands, for it may be the counselor's duty to open peoples' eyes for them. Says Dorothy Dix in the *Philadelphia Public Ledger* to the man who writes that his wife will not get up and get his breakfast and spends the day "gadding around":

> I would tell her that I was going off and get a divorce and marry me a wife who would get my breakfast for me. There is no reason why a man should support a woman who is a lazy loafer, who lies down on the job, and refuses to do her part. If I were a man I wouldn't do it.

How Magazine Departments Are Conducted.—They may be presented in a variety of ways, some of which are:

1. Made up of questions and answers which bear on same subject.

2. Made up of questions and answers each on different subject.

3. Made up of long homily in answer to one letter which sets forth a problem that provides text.

4. Made up of communication from reader. The adviser steps aside and lets reader conduct department. It may be an autobiography that reads like a best seller in miniature.

The success of the department often depends upon the conductor's ability to stimulate response. She may do this by contests, by printing letters that stir up a mild controversy and set people thinking.

The Salutatory.—It is important that the announcement of such a department on a newspaper or magazine should arrest attention, arouse interest, and sound the right note. It should set forth the purpose, nature of the department and of course extend the invitation to join this new circle of readers in the most gracious manner. Following is the salutatory which appeared in *The Farmer's Wife,* when it inaugurated its department for farm girls, February, 1919:

> Years ago—I hope you won't ask me how many!—I was a girl on a farm like all of you, and the one big want of my life was an older sister. How many times I pictured the joy of such a companion, someone to whom I could look for advice, or if not advice, someone with whom to talk things over, for every girl likes to "talk things over."
>
> For want of a flesh-and-blood sister, I created one out of my imagination and realized some joy in my long imaginary conversations with her. But it wasn't like the real thing and so my need never grew less. My mother was too busy to be a real companion; besides, she like many mothers, changed her viewpoint when she left girlhood and its peculiar problems behind—forgot what the heart and mind of a girl are like.
>
> More and more do I believe that if we wish hard enough and the thing we want is right, some time, somehow in our life *we get it.* Maybe the fulfillment of our dreams will not be just exactly what we pictured but it will be what an all wise Providence chooses for us. So how grateful I am to the Providence that chose, at last, to answer my prayer for an older sister by making *me* an older sister to the thousands and thousands of farmers' daughters who read THE FARMER'S WIFE. I am going to be to them what I wanted someone to be to me and I could not

ask for a more glorious fruition of my early dreams.

I want you all to bring your problems, big and little, to me. I may not always succeed in solving them but I will do my best. And there is only one condition, but it is an important one: *be sure first to talk them over with your father or mother or older sisters,* if you are fortunate enough to have them. If after that, the problem still remains a knotty one and you think the impersonal judgment of an outsider—but a most sympathetic outsider—will help, bring it to me. Think of me as the court of appeal for all little questions of social usage and etiquette that are so baffling at times. And, let me be your adviser in your work and your play, your parties and entertainments and in any of the deeper affairs of your hearts. I shall do my very best.

All letters of general interest for which we have room, we will print here together with the answers. In all cases, your name is an absolute secret with me. Letters that are not of general interest will be answered, through the mails, to the senders direct if postage stamp is enclosed.

Exercises

1. Answer the following letters:

Dear Miss Smith: I am sixteen years old and in love with a man of twenty-five. He is the first man I ever went with. Am I too young to marry?

Anxious.

Dear Miss Smith: My mother does not seem to like me, and will not let me have company and go out evenings. I am seventeen. How can I make her let me do the things I want to do? Our home is very unhappy.

Blue Eyes.

Dear Miss Smith: I want to be a librarian. How does one secure training for this work?

G. K. L.

Dear Miss Smith: I am a country girl and very bashful. Can you tell me what to do to get over this?

H. I. P.

2. Assume you are conducting a general advice department and receive a letter asking about the origin and significance of Epiphany season. Obtain information and write a short article for your lead for that day.

3. Answer a letter asking how to conduct a modest afternoon home wedding at which there are to be, besides the bride and bridegroom, a best man, matron of honor, and flower girl. Describe exact procedure and suggest menu for wedding supper, decorations, etc.

4. Answer a letter asking how to give a class banquet, what to have on the menu, what idea to carry out in program of toasts, decorations, etc.

5. Write the salutatory for a department you wish to start in a magazine devoted to girls and women in business. Give title, name you wish to write under, tell exactly what purpose is, kinds of inquiries you invite, and compose two "canned letters" (letters made up by conductor to start a department).

6. Study at least three magazine departments and write an analysis of them, covering these points:

1. What one of four ways described for conducting a department does it follow?
2. Is a stock head used or is head varied every month?
3. What kinds of illustrations are used?
4. Are letters and answers set off from each other by subheads?
5. How often does the invitation to "write in" appear in at least six issues?
6. How is page made up? Is it attractive?

Additional Reading

Bok, Edward.—*The Americanization of Edward Bok*, Chap. xvi. (See also list at end of succeeding chapter.)

CHAPTER VII

THE PHILOSOPHER

> Talking comes natural to every woman—writing is an acquirement.
>
> JANE CARLYLE

A thrill like that of seeing one's name in electric lights, comes to the woman writer, who sees her name atop the daily sermon in scores of newspapers all over the country. Women achieve distinction as sermonizers in various ways. Many who have made a name for themselves in some worthwhile field are sought by magazines and syndicates to contribute the daily or Sunday homily. A few, through sheer successful combination of a unique idea, an apt, arresting title, and the kind of popular writing that "takes," have almost instantly "put over" a sermon feature on either a newspaper or a syndicate. Many women have won success gradually. They may have been given the task of writing this feature as part of their work on the newspaper; as their experience in life deepened, and their touch became more assured, they were able to make a name for themselves and to their audience they have become almost inspired oracles.

Opportunities.—Only newspapers and syndicates offer opportunities to the woman homily writer, who has no name "to sell." Most leading magazines insist that the woman who writes the inspirational article have a national if not an international reputation.

How to Get a Start.—If the writer is employed on a newspaper, she might submit her writings to the managing editor. Even if she wrote them without compensation, she

would be rewarded if they were published, for she would thus be acquiring a reputation and experience. If the "reaction" of the public to them justified her, she could then submit them to a syndicate.

If she has no newspaper connection, she might try marketing them with a local newspaper. As writing of this kind is lucrative only when it is syndicated or sold to more than one newspaper, her goal should be a syndicate and of course the opportunity is always open to her to send them direct to a syndicate. She should write at least five or six; make them of uniform length and select a name or title that will be as arresting as possible. If she can illustrate them, they stand a better chance of success, especially if they are of the semi-humorous type.

Preparation.—The writer should be possessed of an inquiring mind that leads her to dip into philosophy, psychology, biology, and history. She needs whatever courses in writing will help her to acquire a good style and ample vocabulary. Courses in essay writing and editorial writing would teach the technic of this kind of writing.

Qualifications.—The woman homily writer should have the gift of analysis and be able to probe into reasons and motives. In other words, she should be subjective rather than objective in her methods of thinking. She should have a consuming interest in the lives of other people—what they do and how they live. This interest should extend to all classes and ages—mothers, children, school teachers, clerks, flappers, coeds, club and society women, even factory workers, for they are all grist for her mill and offer many opportunities for texts.

An open mind and perhaps an added touch of "modernism" help the woman oracle, who, above all, should be broad-minded and quick to seize on new ideas. A weather vane type is not desirable, but the woman who changes her opinion quickly after receiving new light on any subject, wins far

more readers than she who has "fixed" ideas and whose opinions have crystallized into a hard "fundamentalism." She must take her work seriously, because she is intellectual leader, mentor, adviser, preacher, and philosopher for thousands of women—and perhaps men. And she never knows when she will sound the warning, drop the helpful advice or give the word of hope that may change a life.

Value of Her Writing.—Newspapers regard inspirational writings of this kind as good circulation builders, because readers flock to the right kind of personality on the printed page. They give the "personalized" touch to many newspapers. There are scores in the following that the philosopher can create, who look to the newspaper for guidance. Most newspapers regard departments of this kind as part of the general uplift material they are expected to present.

Purpose.—The general purpose is to guide readers in the conduct of life and, indirectly, to educate.

Sources of Material.—The sources of material are the same as for editorials in newspapers and magazines—observation, reflection, reading, conversation, and experience. The writer learns to view everything in the light of copy. Far from "writing herself out," the more she writes, the more her inspiration seems to gush forth like the proverbial fountain. Chance remarks, casual observations of others, everyday incidents, from these the homily writer may sift out a subject, where others would find none.

An old lady presents her with an umbrella with the remark that she is so old she never expects to use it again; the gift of the umbrella is incidental to a sudden insight into the psychology of some old people who give up too easily—and presto, she has an idea for an article. A friend meets her on the street and tells her that she and her children are going away for the summer, and behind the laughing reference to the deserted husband, she formulates in her mind a

sermon about selfish wives who leave their husbands to the tender mercies of the maid and maybe other women. Current news gives the writer many a "peg" upon which to hang her philosophizing. The value of miscellaneous reading cannot be overestimated, not only for allusions, but subject matter itself. After she has established her name and corner in the paper, letters showing what readers are thinking about will furnish ideas.

Types.—The most common type is the sermon in expository form. Then there is the "freak" type for want of a better name, which may be a monologue in slang or in dialect like Dorothy Dix's "Mirandy." While they can hardly be classed as sermons or philosophical writings, inasmuch as their purpose is practically the same, this list of types might also include the short columns of epigrams, brief illustrated essays, humorous interviews, "sayings," rhymed features, and husband-and-wife collaborations which are to be found in the newspapers today.

The name of the writer may be featured instead of the title, as in the case of the writings of such well-known sermonizers as Sophie Irene Loeb, Dorothy Dix, Kathleen Norris, and Winifred Black. The sermon may be labeled by what is known as a stock head (one that does not change from day to day as a news head does) like "Womanitorials" by Florence Riddick Boys; "Through a Woman's Eyes," by Jean Newton; "Between Ourselves," by Della Stewart; "Listen, World!" by Elsie Robinson; "Says She," by Jane Cameron; "Through the Glad Eyes of a Woman," by Jane Doe; and "We Women," by Betty Brainerd.

Choosing the Subject.—Happy choice of subject is one of the reasons for the success of the best oracular writing. The writer who can discourse on everything, who adroitly "educates" her readers and gives them the newest ideas of psychology and science, who varies her subjects so there is always a quality of unexpectedness about them, who presents

uggestive thoughts that stimulate them, is sure of a ollowing.

Building the Homily.—The writer should never attempt n a short homily to present more than one outstanding hought. If she attempts more than one, the reader is left ith confused impressions, whereas one clearly stated, definite dea will be remembered. She must make every sentence uild it up to form a unified structure; every allusion must trengthen it; every example reinforce it. Unity, above all, nust characterize the homily.

Methods of Beginning.—The lead or opening sentence s most important, for few readers will read past a dull or narresting first paragraph. There are two methods of beinning (1) direct approach—stating the thesis in the first entence; (2) indirect approach.

Direct Approach.—In the direct approach the writer makes bid for instant attention by putting her climax first—some nusual, novel, arresting thesis. She must then proceed to rove this by arguments or specific instances which must be s interesting and arresting as the thesis if she would keep ne attention she has thus secured. Note how the writer as done this in the following:

BETWEEN OURSELVES

By Della E. Stewart

A grouch is a spiritual splinter. It should be pulled out at once before it poisons the whole surface of life. It's such a superfluous belonging at any time. Who ever heard of a grouch doing any one a favor; winning one any advantage or friend or happiness? Hands up, please.

No one? Of course not. On the contrary, one good sized grouch—and they grow fast once they are allowed room—can make a whole family uncomfortable, spread itself to store or office, influence for ill the work one does, cause personal misery. Anything

in that statement not true? Let's search our experience and see.

How foolish and uncalled for the grouches of other people seem! They never seem to find justification in our eyes. How many times, when we have not had to bear the brunt of them, have they appeared ridiculous to us and the grouches contemptible? How they have urged us to withhold liking, association, friendship!

We're such poor traders in the mart of life. If we did our personal or household shopping on the same basis, we'd soon be bankrupt. But we find it so hard to see that the same holds good in mental choosing as in the world of business; so much expended, so much gained—or lost.

Why sell happiness for misery? Why exchange friendship for mere tolerance? Why trade a cheap self-satisfaction, provided there be any in grouchiness, for the respect of others, the favors they might proffer? Why not make self such a good comrade that we shall not fight with it?

[Associated Newspapers]

Indirect Approach.—By the method of indirect approach the writer works up to a climax which may come in the middle of the homily or at the very end. She usually does this by means of examples and specific instances, which arouse curiosity and hold the attention of the reader until she can drive home the point she wishes to make.

In the following model, the writer rises to her climax in the middle of her philosophizing:

UNDER THE ROUGE

By Bessie Beatty

Duse, in New York, has shown those who were fortunate enough to attend her performances an example of superb acting.

Apart from this, she has set thousands and thousands of women, young and middle aged and old, thinking again on the question of age.

Duse's face is old beyond all reckoning. She scorns make up. She plays in a light so cruelly revealing that no slightest mark of living escapes her audience. Yet everyone who sees her admits that the years that have robbed her of a young face have added inches to her artistic height and an inexpressible beauty to her performances.

The great Italian is 64. It would be the same if she were 94 or 24. The essence of her being, her personality, is ageless.

Her beauty has nothing to do with the texture of skin, the color of eyes, the abundance of hair. It is a thing of the spirit. Duse knows herself. She knows life. She need not worry about age because she is ageless.

Her charm is not a bag of tricks learned to please an audience. It is a shining forth of the very essence of her. *She is an example of the fact that there is only one way to keep young—to be possessed of something which time cannot touch.*

Panic at the sight of the first gray hair doesn't help matters any.

Looking around at the older women I know, I find many who have, for me, a more subtle and enduring beauty than the bloom upon the faces of their daughters.

They are not women who have sat apart. They have not wrapped themselves in cotton or put themselves into a glass cage. They are women whose lives have been packed with experience. Some of them have known great trouble.

Their serenity is the calm which comes after a storm. Their enthusiasm is the enthusiasm which is born of intellectual curiosity. They have an eagerness for life which has not atrophied with their hardening muscles.

The tolerance, the understanding, the philosophy that is theirs is a glorious reserve which the years have piled up for them. It is a beauty which we younger women cannot put on with our rouge and our lip stick. It comes only from living and digesting life.

It is never too early to begin taking out a mental and spiritual endowment policy against the days when the powder box and the rouge pot shall be powerless to hide poverty of the spirit.

The under layer is the important one. Ultimately it will show through the cracks of time despite the most skilful camouflage.

[Doubleday, Page & Company Syndicate]

In this illustration, the climax comes at the end:

OUR JUST DESERTS

By Dorothy Dix

All of us know men who live in cringing terror of their wives and who cannot call their souls their own. They do not dare to invite even their own mothers to make them a visit in the houses they support. They cannot spend a cent of their salaries without rendering an account. If they fail to punch the home time-clock on an exact minute, they have to think up some plausible lie to stave off a tongue lashing from their wives.

We've been wasting sympathy on these poor downtrodden worms of the dust. They've got the kind of wives they deserve, for if they had the backbone of a grub, they would have made a winning fight for liberty. No woman can take a man's latch key away from him, if he's determined to hold on to it.

And women have the kind of husbands they deserve. The reason that women are more faithful to their husbands than their husbands are to them is because men won't stand for the kind of conduct in women that women endure in men.

There's the poor, weak abused woman who stays at home and washes and cooks and scrubs and tends baby, while her husband sports around in glad attire and spends much more money on other women in one night, than she can pinch out of the grocery bill in six months. She is nothing but a servant except that she gets no wages and is treated as no one would dare treat a good cook in these days.

She's got exactly the sort of husband she deserves because when a woman permits any one to make a doormat of her, she must expect to be walked on and kicked about, especially by her husband, for every man accords to his wife exactly the kind of treatment she calls for.

We all have the kind of husbands and wives we deserve because we develop in our life-partners whatever is best or worst in them.

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The Suggestive Method.—By the suggestive method the ermonizer "preaches" by specific instance alone. She simply olds the mirror up to everyday life, and thus pays tribute o the reader's intelligence. In the hands of the skilled writer, : is one of the most effective methods, but it must be charcterized by absolute restraint and absence of comment. The tory or example must "preach" the sermon.

TREASURED IN HER HEART

By Mrs. J. E. Leslie

'Twas cold and wintry outside. 'Twas warm and cozy within—cheery fires in the grates, soft lights from the lamps, suggestive simmering, and savory smells from the oven, all restful and warm and quiet—just Home.

The Man felt the peace of it as soon as he opened the door. He was tired from the strenuous day at the office—tired physically and mentally. He was grateful for the repose of the quiet little home—grateful to Her who understood and made it her daily loving task to have the restful atmosphere there when he came in at night.

He kissed her and took off his overcoat. His slippers and comfortable smoking jacket were waiting by his pet chair. 'Twas good to get into them and relax while She was putting dinner on the table. There were things of interest to tell her. He would wait till they were comfortably seated where they could talk without interruption.

At table, as She reached in front of him to place the platter of smoking meat, he caught her hand and gently kissed the palm. 'Twas an impulsive act in acknowledgment of all that she was to him at the moment. She smiled quietly and lovingly into his eyes. Her whole being was flooded with tenderness and love.

'Twas such a little act. It meant so much. There were years of married life behind them—many ahead. To her dying day She will treasure the memory of that courtly, tender little act.

'Tis of such things that a woman's happiness is made.

Detroit News

The Title.—The writer should choose her title or heading with as much care as she builds her lead, trying for an arresting or novel label that will instantly pique curiosity, then heightening this curiosity in the lead, without resorting to repetition:

MATRIMONIAL INSOLVENCY

Have you met the woman who is continually airing her home troubles to her friends, flying the flag of distress as it were, from the ship of matrimony? She is a prevalent type; you meet her at luncheons and teas and frequently she takes advantage of a casual street-car encounter to advertise the weakness of home conditions.

Style and Diction.—An easy, conversational style will win more readers than formality, flowery language or literary flourishes. Diction should be simple with none of the "proud" words that modern novelists love to use. Sentences, too, should be short rather than long and involved.

Writers have cultivated various distinct styles to stamp their personality on their work. There is the "megaphone" style of Winifred Black and Jane Dixon—short, crisp sentences that issue forth like so many bullets from a gun:

YOUR HOUR

By Jane Dixon

A choice!

To know complete happiness, unadulterated, thrilling, throbbing ultimate happiness for an hour.

To be moderately happy for a year.

By moderately happy is meant the negative content which some of us accept as a sop for the positive joy of life we have not the courage nor the ambition nor the force to go out and win.

A majority of answers, given with strict adherence to truth, would declare for the year of parti-pleasurable anchorage.

Caution and self-satisfaction are very potent agents in balancing the human equation.

We like to know our tomorrow is fairly well secured.

Security means more than thrills and throbs.

Or so the selectors of moderation will insist.

On the matter of the plungers, who will take their hour and live it to its fullest, we must doff the chapeau of admiration.

More has been done toward making the world a gayer, a more gorgeous garden spot by the hour men and women than by the yearlings.

The passionate pilgrim along the highway will give his all for his goal.

He knows no fear.

He is oblivious to snorts and sneers and surly sapiency.

He is willing to take his hour and pay whatever price there is to pay if his hour is given to error.

If it turns out his hour should be truth in the highest, then at least life owes him nothing.

He has lived.

A choice between the hour and the year is not without the realm of possibility.

You are by no means exempt.

We face it, all of us, many times in our span.

Let us live!

New York Telegram and Evening Mail

Then there is the semi-humorous style with judicious use of slang and capitalized words. Such a style enables the writer to avoid a pedantic, holier-than-thou, preachy tone and makes for disarming frankness, as in the following, which the author herself illustrated with comic drawings:

LISTEN, WORLD!

By Elsie Robinson

I have just attended a club lecture for ladies. It was a very well bred, expensive and enlightened meeting, and we were supposed to depart all ignited with Uplift. The subject was "The American Wife." The American Wife, according to the lecturer, was civilization's choicest flower. She played a part in her husband's life never before played by a wife. She was his Inspiration. Inspiring was a Wife's First Duty. Without the inspiration of a True American Wife, the American Business Man was as a ship without its rudder, a blind man in a fog, a—well, in short, he just wasn't anything. Therein lay the American Wife's great privilege and power. Had any lady in the audience ever known an American Man who would have amounted to anything without his wife? Of course, they hadn't. And didn't they know in their own hearts that their husbands would amount to more, much more, if they would follow their wives' advice more closely? For while the man might perform, it was left to the woman's keen intuition to find the trail, to the woman's finer spirit to provide the Inspiration.

Was there a dissenting voice? There wasn't. You could almost hear them purr. Even Mrs. Bert Blump, who looks about as inspirational as a mound of mashed potatoes, wheezed her approval. It's a dead cinch that Bert is getting his inspiration handed to him in large gobs even while I write this. So that was over, and they all came away bearing that carnivorous look a woman always wears when she's about to tell her husband something for his good.

Yes, an enthusiastic time was had by all—all except me. I didn't agree with a word of it. Naturally,

not yearning for any martyr's fate, I didn't get up and say so. But I'm going to mumble to myself on paper. And if you wish to listen in, why that's your affair. Do I believe that Wives were created to be an Inspiration to Husbands? I do NOT. Moreover, I don't think that Husbands want inspiration or feel any inspiration even when Friend Wife thinks she is inspirating with all eight cylinders.

The average husband knows how to go about his job a whole lot better than his wife can possibly tell him. He knows when a thing should be done, and why it should be done, what to say to Jones and what not to say to Smith. Moreover, given a happy domestic backing, he has plenty of ambition and pep to apply to that job. And right there is where the wife's duty begins and ends—to make that home. It isn't her job to make that husband. Nine times out of ten he'll make a much better man of himself if she'll keep hands off. But he does need the home and he does need the cheery, understanding, comrade wife in the home.

The young American wife regards housekeeping as a "limited sphere" because she is viewing it from the wrong slant. She has been taught from infancy that husbands need managing and that a woman, to be really successful, must mix in the world of affairs, must be a sort of legitimatized Madame Pompadour in the domestic scheme of things. Naturally she sniffs at the homely beefsteak and the fried onion. But you sniff wrongly, Sister. Fried onion and beefsteak pack more of a wallop in the world of affairs than all the inspiration that ever went meddling around where it didn't belong.

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Creating a Following.—There is no exact recipe for creating a following for the preacher or oracle, a following that would keenly miss the daily sermon if it were omitted from its accustomed corner in the paper. The newspaper sermonizer must have a real message condensed into a few hundred words and presented in a striking manner. Topics

and tests must be chosen with a view to a wide application, and into every sermon the writer must breathe her own personality. Some newspaper sages can convey their message in flaming words that both reach the heart and kindle the imagination, but this is a rare gift and "fine writing" should not be attempted by any one for the sake of fine writing. Mere glitter of words will last for a time, but not permanently. There must be substance as well as technical skill and literary finish.

The appeal of much of the best homiletical writing lies in its evident wide command of facts and acquaintance with history and literature. A writer who can reach back to ancient Egypt or Rome for an apt allusion or comparison, who reveals a familiarity with the great periods of history, with the religions of the past and with the customs of other countries, will, other things being equal, possess a tremendous advantage over another not having a similar storehouse of facts. But with this scholarship must be united richness of experience and love of human beings, if the sermonizer would preach the doctrine of right living most effectively and in a manner to win the widest audience.

Exercises

1. Prepare a series of sermons which you might sell to a syndicate. Indicate plainly the type the series is to be (see p. 194); choose heading, pen name, etc., and write three samples.

2. Frame four epigrammatic sentences similar to those appearing in many newspapers, indicating title under which they are to run and pen name.

3. Write a sermon on "Snobs" using the suggestive method.

4. Study current magazines and newspapers. Obtain at least six subjects upon which a sermon could be written and tell best methods of developing.

5. Draw upon your knowledge of the past to show how history has repeated itself in some striking present-day incident.

Write a sermon, trying for a clear and lucid explanation of the historical reference and a graceful linking of the two incidents.

6. Write a sermon upon any of the following themes and develop it in at least three ways:

People hate only those they fear
Danger of unconventionality
Value of scheduling one's time
The girl who has too many "extra-curricular" activities
The girl who is always behind in her work

Additional Reading

Curl, M. L.—*Expository Writing.* (Houghton Mifflin Company, Boston.)

Flint, L. N.—*The Editorial.* (D. Appleton & Co., New York.)

Morley, Christopher.—*Modern Essays* (selected). (Harcourt, Brace and Company, New York.)

Spencer, M. L.—*Editorial Writing.* (Houghton Mifflin Company, Boston.)

Williams, Orlo.—*The Essay.* (George H. Doran Company, New York.)

For background reading:

Eugenics, Love, Marriage

Bennett, Arnold.—*The Plain Man and His Wife* and *Our Women: Chapters on the Sex Discord.* (George H. Doran Company, New York.)

Bousfield, Paul.—*Sex and Civilization.* (E. P. Dutton & Company, New York.)

Carpenter, Edward.—*Love's Coming of Age.* (Labour Press, Manchester.)

Ellis, Havelock.—*Man and Woman* (new edition), *Psychology of Sex.* (Charles Scribner's Sons, New York.) *Little Essays of Love and Virtue.* (George H. Doran Company, New York.)

Jennings, H. S.—*Prometheus.* (E. P. Dutton & Company, New York.)

Jordan, W. G.—*Little Problems of Married Life.* (Fleming H. Revell Company, Chicago.)

Saleeby, C. W.—*The Progress of Eugenics.* (Funk & Wagnalls Company, New York.)

Feminism

Ancilla's Share.—Anonymous, but supposedly written by Elizabeth Robins. (Hutchinson Publishing Company, London.)

George, W. L.—*The Story of Women.* (Harper & Brothers, New York.)

Schreiner, Olive.—*Woman and Labor.* (Frederick A. Stokes Company, New York.)

Tarbell, Ida.—*Business of Being a Woman.* (The Macmillan Company, New York.)

Saleeby, G. W.—*Woman and Womanhood.* (Mitchell Kennerly, London.) (See also list at end of chapter "The Club Reporter.")

Miscellaneous

Lewisohn, Ludwig.—*The Creative Life.* (Boni & Liveright, New York.) Treats of life, current tendencies of art, and functions of the artist.

Robinson, James Harvey.—*The Mind in the Making.* (Harper & Brothers, New York.) Discussion of development of human mind with a view to promoting its freedom and expansion.

Sumner, W. G.—*Folkways.* (Ginn and Company, Boston.) Study of sociological importance of usages, manners, customs, mores, etc.

Trotter, W.—*Instincts of the Herd in Peace and War.* (The Macmillan Company, New York.) Discussion of the relation of the herd instinct to society.

Veblen, Thorstein.—*Theory of the Leisure Class.* (The Macmillan Company, New York.) Economic study of evolution of institutions.

Wiggam, Albert Edward.—*The New Decalogue of Science.* (The Bobbs-Merrill Company, Indianapolis.) Discussion of use and control of new discoveries in fields of biology, psychology, and anthropology.

CHAPTER VIII

THE COLUMNIST

> If you can enjoy a ride in the subway, or standing on the corner watching people as much as going to the theater, if not more, if you think more about people than you do of yourself, if you see more than arms and legs and hands when you meet a person—then you should be able to write.
>
> EDNA FERBER

Not many women are conducting typical columns on large metropolitan newspapers in imitation of men's columns. On many newspapers, however, they are conducting "corners" filled with human interest stories and impressionistic bits of writing, somewhat in the nature of masculine columns. Since this is the type we will consider, a more apt chapter title would no doubt be "the cornerist." The little corner may be likened to a sight-seeing bus, in which the reader enjoys a panoramic view of life, with certain aspects of human nature selected and interpreted for him.

Opportunities.—Large city newspapers obviously afford better opportunities for writing of this kind than the smaller paper. There is no reason why a particularly colorful and striking column written in a leading city could not be successfully syndicated.

How to Get a Start.—If the writer is employed on a newspaper she has good opportunity to start such a column. She may do it to get variety into some purely routine work in which she is engaged. It is work that goes splendidly with general reporting, which takes her "on the street" and brings

her in contact with all kinds of people and situations, for thus she will find limitless ideas for her little stories.

If she has no connection with a newspaper, she might persuade the managing editor to buy a daily, or tri-weekly department from her. She would not be compensated very highly for this, but if she liked the work she would get her reward in other ways than money. To sell the idea, she should prepare a half-dozen samples and suggest the head and title under which they are to be run.

Preparation.—An aptitude for vivid, colorful, narrative writing is a requisite for this work. She might, with profit, combine with as many writing courses as she can, a course in newspaper reporting to develop a news instinct and technic in feature writing.

Qualifications.—The "cornerist" should have the power of keen observation, what really amounts to a "nose for news," for while she may not write what is known as "spot news" or timely news, many of her stories, with names and addresses added, could be used as local or city news in the newspapers. She must be more than a reporter, she must be a philosopher and with imagination and feeling invest her little stories of common experiences and everyday happenings with something of the wonder and mystery of life. Above all she must love humanity.

Value of the Corner.—The corner is a means of getting into the paper what every editor wants—human interest.

Types.—The corner may carry a news head which is changed from day to day, or a stock head like "Different Things," *New York Evening Post*; "Merry-Go-Round," *New York Evening Mail;* "Fads and Foibles," *Kansas City Star*; "Town Talk," *St. Paul Dispatch.* Some conductors adopt the method of the columnist and announce days when "contribs" may send in material.

Sources of Stories.—Stories are everywhere—on the street, in stores, in street cars, subways and elevated trains,

in public places of all kinds, even in private homes. The writer has for her run the whole wide world.

Writing the Story.—The typical human interest story will predominate in the corner. This can be most effectively handled by having the characters themselves by their words and actions tell the story. The writer therefore must withhold comment. The facts must be selected with care, and be restricted to those which sweep the story on to a climax —preferably an unexpected one. Choice of words, too, is important. Often an effective, colorful adjective, adverb or phrase will convey more than a long, labored description. In the first example given, note how the three words "with excited gestures" picture the perturbed young woman more realistically than several lines could possibly do. The story may be begun in any way that gets attention—by conversation, question, description.

Getting Variety.—Animals and children are stock sources of human interest stories:

THE MERRY-GO-ROUND

By KATHARINE LANE

He was such a small dog to be walking down Fifth Avenue all by himself. He picked out spots of the sidewalks where the sun shone, because the feet of a Pomeranian never seem to have hard wear.

At our corner, the watchman before the bank saw him. I have often wondered about that watchman, for I never saw him smile. He wears the solemn look babies have when they are very new.

But the incongruity of the wandering Pom awoke something; he bent over and picked him up. "Say young fellar, you ain't allowed out alone. Where's your nurse and your powder puff?"

A woman in a chinchilla coat, hurrying as fast as French slippers and a narrow skirt would let her, caught the dog with excited gestures. "Oh thanks for saving him. He never got out of the limousine before." She fumbled in her purse.

That solemn look returned to the watchman. "No, Madam," he said firmly. "It's enough for me to see one of them toy dogs show a little spirit."

New York Evening Mail

The cornerist with her busy camera might snap occasionally an incident that typifies life or presents, at least, one of its many varying aspects—curiosity, vanity, cheerfulness, pessimism.

DIFFERENT THINGS

One of the thunder storms that have swept the city lately with false promise of relief from heat, found the usual number of umbrella-less beings cowering in subway entrances and doorways. A woman descending the subway stairs was so impressed with the abject melancholy of a fair creature elaborately dressed in the most diaphanous of materials and surmounted by an immense pink gauze hat, that she was moved to offer a newspaper.

"Put it over your hat," she urged, "and then make a dive for a car."

The vision of splendor turned a mournful and a scornful eye upon her would-be benefactor.

"Well, you don't think it's my hat I'm worrying about, do you?" she asked sullenly. "It's my face I can't stand this soaking for. I'm on my way to apply at a theatrical agency for a place I heard of, and who would take me with my complexion washed off in streaks. It's just my luck! Nothing ever does come my way. Look at it rain!"

New York Evening Post

There might also be a little vignette glorifying the commonplace. Contrast, as seen by the reporter in incident or situation, will often provide this and with skillful handling the desired unexpected ending may be achieved:

THE WOMAN WHO SAW

Deep but tender were the notes of song floating down the busy street. The Woman on her way to

Sixth Avenue, paused to listen. "Celeste Aida" was the song and the depth of feeling in voice and interpretation made the Woman anxious to see the singer.

So she sought him out and she found him beside a doorway, over an Italian scissors grinder, pouring out melody over the buzz and whirr of steel upon grind-stone.

New York Sun

The corner may also contain a "flash" at a familiar sight) make the reader say "I saw that too." If she can symathetically reveal some frailty of human nature, some innoent inconsistency or idiosyncrasy, so much the better. This olumn has a news head which is not reproduced here.

By Feminist

Walking along Charles street yesterday, I was impressed with the style of costume adopted by a number of women.

It is the fashion this year to wear hip-length blouses of fur. You would think that the skirts worn with such short coats would be of some equally heavy and warm material.

Nothin' doin'.

The flimsiest of crêpe de chine and canton crêpe drape the figure from the waist downward and it positively makes me shiver in sympathy to watch the wearers.

It takes a woman to be a hero—and fashionable.

Baltimore Sun

The above are a few suggestions for the many variations at can be played upon that age-old theme—human nature. is one that women are especially qualified to handle, for ey have delicacy of touch, sympathy, insight, imagination, nd understanding.

Exercises

1. Gather at least six ideas for stories and write them. Exellent sources beside many public places and special events,

are employment agencies, lost and found departments of transportation companies, hotel lobbies, waiting rooms of railway and bus depots, etc.

2. Visit a Zoo. Write at least one good animal story and outline briefly ideas for three or four others.

3. Schools, kindergartens, playgrounds, day nurseries, playrooms maintained in many department stores for children whose mothers are shopping, boy and girl scout meetings and events, all hold possibilities for human interest stories about children. Visit and find as many ideas for stories as possible.

4. Visit the waiting room of a bus or railway depot. Study the people and write two stories in which you bring out some unusual or arresting aspect of human nature.

5. Attend a post office or railway freight sale of unclaimed articles, an auction, or similar event, and find an incident that permits of suspense and unexpected ending. Write.

6. Visit a livery stable (there are a few left). Describe, getting in as effectively as you can, the old-time atmosphere of a place becoming obsolete in the city. Interesting old-timers generally will be found idling in these places.

7. Write a description of a holiday crowd. Use short sentences interspersed with a little dialogue.

8. What does Saturday night suggest to the average person? Try for a humorous description and show how the modern bathroom has changed its significance.

9. Make a story out of the following facts, telling chiefly in conversation: A jeweler's shop is close to the Municipal Building where the marriage license bureau is housed. It does a thriving trade in wedding rings. A couple enter; the man asks to see the rings; looks over the trays; haggles over the price and asks to see something cheaper. The woman stands by looking much embarrassed.

10. Make a 200-word story out of the following facts trying for an effective climax. Two girls are watching a parade of men in uniform. They are bold-looking girls, very much rouged. They attract the attention of the onlookers not only because of their appearance but because of their actions. They talk loudly, make audible comments and flirt with every man in the parade whose eyes they can catch. The majority of the men respond good-humoredly if a bit disgustedly. A splendid-

ooking young man comes along. The girls wave more boldly han ever to him. He fixes them with a stern glance and says: 'Go home and wash your faces."

Additional Reading

For technic of human interest stories:

Bleyer, W. G.—*Newspaper Writing and Editing,* Chap. ix. (Houghton Mifflin Company, Boston.)

Harrington, H. F., and Frankenberg, T. T.—*Essentials in Journalism,* pp. 178-184. (Ginn and Company, Boston.)

Hyde, G. M.—*Newspaper Reporting and Correspondence,* Chap. xv. *A Course in Journalistic Writing,* Chap. vii. (D. Appleton & Co., New York.)

Spencer, M. L.—*News Writing,* Chap. xlx. (D. C. Heath & Co., New York.)

For background reading:

Curl, M. J.—*Expository Writing.* (Houghton Mifflin Company, Boston.)

De Casseres, B.—*Mirrors of New York.* (Joseph Lawren, New York.)

Edson, C. L.—*The Gentle Art of Columning.* (Brentano's, New York.)

Preston, Keith.—*Column Poets.* (Pascal Covici, Chicago.)

CHAPTER IX

THE WRITER OF SUCCESS STORIES

Woman is still "news."
ROSE MACAULAY

As American women gradually venture out of the shelter of the home into the world, and take their places side by side with men, they are every day inspiring stories of success. One can hardly pick up a newspaper or magazine without seeing an account of still another "first woman" who has made a successful invasion of a field traditionally sacred to men. One by one, the limitations imposed by centuries of convention are breaking down and the stories of the overcoming of these obstacles make copy that is eagerly sought by daily papers, by magazines of all kinds, and by journals of every trade.

Though women have been steadily encroaching on the virtual monopoly men have enjoyed for ages in art, literature, science, and business, it is a curious fact that recognition of their achievements has come slowly, especially in the academies of the learned professions, and although a woman's money established the Hall of Fame, it was not until 1922 that women were admitted to it.

Now that the tide has turned, the literature of women's achievements is growing rapidly and stories of successful women have unusual value for their romance and their human interest.

Opportunities.—Writing success stories is almost a job in itself on certain trade and class publications. Syndicates use material of this kind in a variety of forms, such as the

llustrated article, the brief feature giving vocational information, and the business girl guidance feature. Every one is nterested in stories of how individuals made good, what hese successful ones look like, how they act and react. Speaking of the widespread interest they command, the voman's editor of a well-known syndicate wrote:

> Were I in the active newspaper game instead of the syndicate ame, I would consider my most valuable copy, stories about uccessful women and stories about what women are doing. Our series for instance consisted of a string of interviews with arious women all over the country who have been successful n as many different lines of work; women in hotels, real estate gents, insurance sales women, etc. One of the stories hapened to be about a real estate woman in this city whom I new. Soon after the story was sent out in our service, she ersonally received one hundred and twenty-two letters offering er jobs, inquiring about her work and what not. Another eries of stories of this type consisted of interviews with women vho have made good after forty without previous business raining. One of these women was chief floor clerk in a hotel nd she received close to a hundred letters from papers our ervice reaches.

How to Get a Start.—It is evident that it would pay a voman writer to specialize in the success story. She should egin by writing for her local paper, for nearly every newsaper would be interested in a series of articles about local vomen who are successful in business, professions, and the rts. She could arrange with the city editor or the club ditor for this series, and she could easily expand them into nagazine articles. By following the manuscript markets in ne writers' magazines and by studying the magazines themelves, she could soon compile a list of available markets for ractically every type of success story. While she can earn uite as much by "free lancing" and selling articles to a umber of magazines, she could be laying a foundation for a ermanent position on a magazine which carries a departent devoted to success articles.

If she desires to sell her stories to a syndicate, she should send four or five samples with a list of names of other women whom she can write about. This list should include names of women scattered all over the country. The value of keeping a file of clippings about local women and women in other parts of the country and the world becomes apparent.

Preparation.—There are many successful writers who have had only a good liberal education and enough newspaper experience to enable them to know a good story and collect the necessary data. Today nearly every school or department of journalism gives a course in special feature articles, demanding as a prerequisite a course in reporting. The course includes writing of success stories, for personal success is classed among the most important subjects for the special feature writer. Such a course would be invaluable, for the woman writer would write under constant supervision; best of all she would be required to study the magazine markets.

The writer who has, or can acquire knowledge of some special subject such as home economics, business, chemistry, public health, nursing, social service, etc., possesses superior equipment, for not only is she able to write with ease and assurance on more or less technical subjects about which the uninformed writer knows nothing, but she finds open to her sources of news, ideas, and features that are closed to those without her special knowledge. For instance, a knowledge of home economics gives her a grasp of the opportunities in this field and puts her on the lookout for women who have made good in tea rooms, cafeterias, institutions, extension work, and the many branches of service open to women with home economics training. A certain amount of business training widens knowledge of the many business opportunities for women, guides her in collecting data that the reader will want and puts into what she writes just that touch of authority that the magazine editor demands. This

ecialization need not limit her range of subjects or her itput; it gives her one class of subjects upon which she can rite with authority and paves the way for editorship of magazine.

Qualifications.—It is obvious that the writer of these spiration life stories must have the alert sense of the news-per reporter, constantly on the scent of a good story. She ust be persistent, for she will meet many women and men ho are indifferent to her efforts to "write them up"; who ll not see any "story" in their own achievements, and who ay not want their methods advertised because it might tip f their rivals. She must be a good reporter and show pains-king thoroughness in getting necessary facts, data, and tails. A good success story is the result of *selection* of aterial and there can be no efficient selection without all e facts.

Sources of Material.—Membership lists of women's clubs d organizations, especially professional and business clubs, rnish tips about women who are doing unusual work. ewspaper stories and even pictures in the day's news are luable clues. The writer keeps her ears open and she ver fails to ask the "trail blazer" she has just finished inter-ewing if she can tell her about another woman in unique rk. Says a writer of a series of women's success stories r a syndicate:

> Be on the job all the time, when walking in the street (for a n has led me to splendid women who are doing things), and in king with friends. The fact that I need women, must keep eral women ahead of orders and that the world is full of men who are making history if I can only find them, keeps interested.

Many stories will have to be "covered" by letter and al-ugh writers have varying success with this method, both ries and pictures have been secured this way. The best thod is to send the person from whom the interview is

wanted a list of questions with plenty of blank space afte each one, so she can roughly and sketchily put in the answers The writer then weaves the whole story together from thi material.

Subjects.—Success stories about women may be loosel classified as follows: (1) Those about women who have orig inated new businesses like the creator of Kewpie dolls, th silk flower industry or a unique information bureau. (2) Those about women who have invaded either political o business fields hitherto sacred to men, like the first woma assistant attorney-general, first woman civil service com missioner, first woman diplomat, first woman state supreme court judge, first woman collector of internal revenue, firs woman bank examiner. (3) Those about leaders or typica women in fields comparatively new to women, such a chemistry, jewelry, sculpture, insurance, etc.

Purposes and Methods.—The best known type of success story is the personality sketch which may consist chiefly of an interview. The writer may have the person described tell her story in her own words, or the writer may describe her subject and explain her success; she may weave both methods together in a combination personality sketch and interview. A story about a woman in some unique work would inform; a story about a woman doing hazardous work or work that required unusual fortitude or revealed a triumph over age and ill health would inspire; a story about a woman in a field of work other women could enter, would instruct. In the first two there may be human interest and a special featuring of the woman's personality, in other words, the story interest should predominate; in the third the fact interest is important and a straight interview is the best method of treatment.

Success stories, more than any other kind, demand that the writer have a definite purpose, as well as a market in mind before she begins. To illustrate: a woman's husband

lies and she runs his hardware store. What material should he writer have and from what angle should she play it up to nake it acceptable to varying markets?

A sectional hardware publication would use the plain news tory of the woman taking over the business. A national ardware publication would require constructive guidance naterial showing how she learned the business and adapted erself to a situation which might arise in the life of any ardware merchant's wife. A general magazine like the *Imerican Magazine* or *Collier's Weekly* would demand a ecord of unusual business achievement—perhaps her use of epartment store methods to carry on the business and an mphasis on the human interest element, usually present when woman makes good, single-handed, in the business world. n a newspaper story, the writer would play up the human nterest more prominently than any other phase.

Illustrations of the way the same general subject matter nay be treated from different points of view to fit the mar-et, are found in two articles, "Miss Dutton Knows What ou Like to Eat," in the *American Magazine,* and "A Iother-Daughter Tea-House," by Jenoise Brown Short and ladys Beckett Jones, in *Pictorial Review.* In the former, e writer tells in a popular, informal way what are the best ked foods in this cafeteria, and compares men's and omen's choices:

> White bread is the most popular kind; but rolls are more popular than any kind of bread. And of all the kinds we make, those with poppy seeds on top appeal to the greatest number. More bran muffins, by the way, are being eaten each year. And old-fashioned doughnuts are just as popular as ever.
>
> People ask me if men like salad as well as women. They certainly seem to. I see as many men as women with one of our elaborate combination fruit salads topped with whipped cream.
>
> Speaking of whipped cream, I can tell by looking at a tray whether it belongs to a fat woman or a thin

one. If it is filled with an array of dishes covered with whipped cream, I don't need to look at the woman carrying it to know that she is fat. Cream seems to exert a fatal fascination over any woman that weighs more than one hundred and thirty pounds.

There are always three kinds of salad dressing from which to choose; French, Mayonnaise and Thousand Island or, as many Eastern people call it, Russian dressing. This last variety is the most popular of all three, in spite of the fact that it costs a little more. French dressing for instance is free; Mayonnaise is three cents a spoonful and Thousand Island five cents. Yet most persons take the last variety. Of the green salads, head lettuce is the kind most persons prefer. Ripe tomato comes second.

In the second article mentioned above, the authors, after the general description of the tea house, tell what the specialties are that have built up its success and give exact formulas for these cakes, waffles, and fruit cups. In a "boxed" summary, appear the six rules for success in choosing and conducting a tea house. Thus *fact* interest predominates over *story* interest.

Trade magazines want fact stories, since their purpose in presenting success stories is to guide the reader in the conduct of a similar business or profession. It may be necessary for the writer herself to interpret the reasons for success. In this way her versatility, resourcefulness, and shrewd insight will be revealed.

Writing the Article.—Success stories should contain: (1) biographical data; (2) description of person and something of her setting, surroundings, atmosphere; (3) quotation from subject of sketch giving her principles of success and possibly advice to others; (4) general account of success in words of writer or person described. Methods of beginning vary; the best way, of course, is the way that instantly gets attention. Some writers choose summary beginnings, as in the following:

WOMAN JEWELER IN TOPEKA

By MARGUERITE VOORHEES

From a dollar a week clerk to the owner and manager of a jewelry store is, briefly, the story of the career of Martha L. Addis. The Topeka Business and Professional Women's club has recently selected her as president, the club having reached the "doctor-lawyer-merchant" stage in the choice of the presiding officer. She is owner and manager of the Addis Jewelry Store in the capital city of Kansas.

Miss Addis is self-made. Starting her business life at 12, at one dollar a week, she began her career of jeweler at a time when very few women had attempted to enter into competition with men in the business world.

Without capital or financial backing of banks or manufacturers, she has built up a business which for generations has been peculiarly associated with men. She was the first woman in the United States to be recognized by the American Retail Jewelers' Association.

Independent Woman[1]

A striking statement lead gives the keynote of the work success as in the following:

HOW BLANCHE GEARY OPERATES WORLD-WIDE CAFETERIA CHAIN

By MARY MARGARET MCBRIDE

Wholesale home-making!

That's the mission of Miss Blanche Geary, called by one of America's shrewdest business men "a level-headed business woman with a sympathetic heart."

Officially Miss Geary is director of the economic bureau of the National Board of the Y. W. C. A. Officially, also all building activities connected with the Y. W. C. A. come under her management.

Ex-officio, she is the wholesale home-maker, lectur-

[1] Published by National Federation of Business and Professional Women's Clubs, Inc., New York.

ing, working and hoping for better housing and living conditions for everybody, especially professional and business women and girls.

Miss Geary's first taste of home-making on a big scale came years ago in England, her native land, where she worked in the London tenement house settlements.

Her earliest job in the United States, managing the model tenements of the City and Suburban Home Company of New York City, whetted her appetite for her present great task.

Now in the Y. W. C. A., she has found an opportunity to take a hand in the promotion of better eating for millions of women in the United States through the hundreds of cafeterias run by her bureau.

It was a feminine ambition to feed not only the four or five of her family circle, but all the rest of the hungry world, which has interested women in the comparatively new industry of cafeteria management.

New York Evening Mail

Narration makes an effective beginning. By means of it, the writer may picture the person and her setting more vividly than pages of description can do.

MAYOR HARVAT, OF IOWA CITY

By Edna Tutt Frederikson

"Ten dollars and costs," came the firm, clear ring from the police court as the imbiber of exhilarating spirits was brought to justice.

"H——, woman," blurted the culprit, "I'm not drunk!"

"Twenty dollars and costs," cut in the cool and unyielding response from the presiding judge.

And so does Mayor Emma J. Harvat wield the hand of authority over offenders brought to the Iowa City police court, where she rules as ex-officio justice of the peace.

Iowa City proudly boasts of being the largest city in the United States to place a woman in the position of chief executive. It has a population of four-

teen thousand people and in addition is the seat of the State University of Iowa, which has an enrollment of nearly ten thousand students.

Four years ago dabbling in politics—or even giving it a thought—was foreign to Miss Harvat. Then one evening, to her great surprise, telephone calls began to come from her friends, congratulating her on being nominated for alderman-at-large. She finally agreed to accept the nomination and was elected March, 1921. She rapidly sprang into prominence as a member of the city council, and when the office of mayor was vacated in June, 1922, it was logical that the council should appoint her to the position.

Woman Citizen

A description of the person and the setting in which the vriter finds or interviews her should be skillfully introduced isually near the beginning of the story. In the following rticle by Anne Rogers, note how the writer has made the etting strike the personality of the woman she is describing —Lady Rhondda of England, director in many companies, ontrolling owner and director of four newspapers, and eciding voice in several insurance companies:

And then I met her. And I knew that no matter what she is called, she is woman—just woman. From the top of her dark wavy hair, the broad forehead over the smiling gray eyes, to the tip of her well-groomed feet—she is woman.

If you find her in her office where you never have to wait—you always have an appointment—in the big barracks-like room on top of a building in Victoria street, the office very bare, two desks, three or four chairs, two maps of England, flowers, always flowers —she is woman. If you find her in her home on the embankment at Chelsea looking across the Thames to Battersea Park, one big living-room, one small business room with black ceilings, black and white walls papered in willow pattern and orange curtains—she is woman. If you find her in the simple country home she shares with a friend—she is woman.

A rich mellow voice and a winning smile veil with graciousness the definiteness and decision of her words and movements. Soft frocks perfect in their long lines and the quality of their texture distract attention from the lightning-like rapidity with which her brain functions.

Despite the inherent womanliness which is so striking a feature of her personality, it is certain that Lady Rhondda would have been an interesting figure in the business world no matter what her circumstances. The clean-cut decision of her words, the innate practicality and the definite, direct way in which her mind moves prove that this woman never could have remained in obscurity.

Business Woman

Biographical data must be woven in with no abrupt transitions, so it is a part of the fabric of the story. Note how Mary B. Mullet describing Helen Menken, who became a theatrical star at 22, has succeeded in this:

Her success was enough to turn any girl's head, but for the fact that she came to her triumph after seventeen years of preparation for it.

"Seventeen years!" you exclaim. "There must be something wrong with your arithmetic."

No, there isn't. Helen Menken went on the stage when she was five years old. She did not go to school until she was twelve years old. Then she attended the New York public schools for a year and a half. But even during this time she continued to work in the theater.

So when she made her big hit in "Seventh Heaven" she did not do it by any overnight miracle. There had been seventeen years of growth before that seemingly sudden blossoming of her talent.

Her childhood was as strange as if it had been conceived by some writer of fiction. She was born in New York City, and both her father and mother were deaf mutes. She herself learned to "talk" with her fingers as the average child learns spoken language.

She spelled words with her hands before she

knew how to read or write. She can't tell how, or when she learned the usual A, B, C's, necessary to reading. But she did learn them somehow and even when she was a child, books were her chief delight and almost her only recreation.

American Magazine

It is often necessary to introduce technical details into a story that has to do with the success of a person in some branch of science. This can be done by having the person about whom the story is written, give them in her own words as simply as possible and with complete avoidance of terms a layman does not understand. Thus the writer has called upon Dr. Irene Diner, who discovered the cellular structure of rubber, to simplify her explanation:

"Of course, all that I have done," she explained, "is to prove the availability of the microscope in the examination of rubber and rubber products." There was a brief pause while she regarded me speculatively. "Do you know a great deal about rubber?" she inquired. I gladly confessed my ignorance, and she resumed with infinite tact and gentleness:

"Well, the quality of rubber is determined by the size of its cells. If these are very small the rubber is strong and durable, but if they are large then the caoutchouc is not good and the rubber wears out in a short time. With the development of this method, which I have proved, it will now be possible to look at a piece of rubber and approximately tell the strength, and that will be of great value in commercial chemistry.

"When taken in its raw state," she continued, "rubber is filtered and the impurities are removed. Then, during the process of manufacture many things are added to it, sulphur, vulcanizing agents, fillers of various sorts. We hope now to be able to tell by the final form in which it appears what are the general products which compose it. At present, millions of dollars are lost annually through chemical changes which take place during the process of manufacture

in the rubber, and which heretofore it has been impossible to control or eliminate. We believe that now with the aid of the microscope, this wastage can be avoided and the manufacture of rubber standardized."

New York Evening Post

The following complete story is taken from the department in *The Farmer's Wife* devoted to success stories. It should be studied for method of treatment and for organization of material:

HOW SOME WOMEN SUCCEED

TRUE STORIES ABOUT REAL FARM WOMEN

"Because we love it," they said.

That's the reason they are farming and that's the reason they are succeeding at it.

Some are born farmers and some have farming thrust upon them but Miss Alice Peck and Miss Anne Fisher have chosen it as their portion because they prefer it to any other way of living.

And there they are, all alone in their big farmhouse high on the ridge in Jefferson County, Missouri, doing all their heavy work and enjoying it.

They've been there for five years, fruit farming, running a jam kitchen, handling their tractor and other farm machinery, doing their own carpentry and all the regular work of a farm. Up at four o'clock in the morning to milk, cleaning stables, chopping wood, hanging a barn door—literally "roughing it."

During these five years, just once have they been off the farm for any extended time, on an auto trip to the East.

They're not by any means "typical" farm women, but their story is of interest to farm women, because it shows what women not born to it, can do in farming and how college methods work out in everyday experience.

Both have had special training. Miss Peck was educated in domestic science at the Mechanics Institute at Rochester, N. Y. After leaving school she

taught domestic science in the Y. W. C. A. at Milwaukee and Buffalo. Then she decided a greenhouse was needed at a tourist resort at Camden, South Carolina, and built and operated one in a sandpile down there. She lost financially but paved the way for a big success for the one who followed her.

"After that," she said, "I taught floriculture and vegetable gardening at the School of Horticulture at Ambler, Pa.; had charge of out-door work for patients at a Philadelphia hospital; wrote gardening articles for newspapers and magazines; managed a 400-acre farm near Boston; was assistant state leader of Boys' and Girls' Club at Cornell Agricultural College and finally district leader of the Boys' and Girls' Club at Moorhead, Minnesota.

"At Moorhead, I was injured in an auto accident. It affected my health and made it necessary for me to live out-doors. That's the origin of the farm."

Miss Peck went into partnership with Miss Fisher whom she had met at Cornell. Miss Fisher is a domestic science expert, a graduate of Pratt Institute, Brooklyn. During the war, she worked under the New York special food commission and was on the Cornell Home Economics faculty. Together they operate the farm without the help of even a hired man.

Miss Peck is the carpenter and mechanic.

"When I got posts up," she said, pointing to a newly-finished stable, "I didn't know how to get the cross-piece—whatever you call it—in place. I found out afterward that's usually done on the ground and then raised. But that takes several men. I figured on it, got a step ladder and finally managed to get the thing up by dint of 'main strength and awkwardness,' and there it is."

And there it was. It looked like a finished carpenter's job.

Miss Peck is also in charge of machinery—able to take it apart, repair it and keep it in working order—tractor, riding cultivator, walking plow and electrical power house.

The farm consists of fifty acres. Fifteen acres are in fruit which is the main product of the place.

"Strawberries are the surest of any fruit in this locality," said Miss Peck. "They yield from $150 to $200 a year without counting the jam. Fifteen acres are in clover. We have a splendid start with clover, due largely to lime. Brought in a movable lime crusher and crushed up 100 tons."

The dairy began with one cow, but the herd now has grown to five cows, each curried daily and washed before milking.

"I have a theory that you can make money on cows without raising feed. Our cows have paid for the best alfalfa we can buy," said Miss Peck. "Milking two cows, we had a balance of $180 at the end of the year and we bought a separator and the bull and raised a heifer. That included paying for labor, too.

"Oh, yes, we each charge our time against the farm. We keep an elaborate set of books, with each department distinct. Miss Fisher is banker and I'm bookkeeper."

The jam kitchen has been the main feature of the enterprise. The first year the profits were $150 and they increased to $300.

"The fact is," said Miss Peck, "it has grown to such proportions that it is a real problem. The thing can't stand still and in order to go forward we must have a big equipment—steam jacket kettle and a special kitchen. We may discard it altogether. The thing that will determine it, is whether we have a good coöperative marketing association to handle the fresh fruit."

Miss Peck was the prime mover in the Farm Bureau in her locality and largely instrumental in getting a county agent.

The fame of Cedar Brow Farm has spread far and wide. Miss Peck and Miss Fisher in their work costume of knickers and army shirts, are featured in the newspapers and even pictured in the films.

"We came for health," said Miss Fisher, "but we stay because we like it—wouldn't live any other way."

Their answer to the success question? "Work, hard work."

Exercises

1. In practically every city there is material for the three types of success stories mentioned in preceding text. Find at least three good examples of each and accompany subjects with explanation for choice.

2. Prepare heading for biweekly or triweekly column or department of successful women stories, which might be run in your local newspaper.

3. Find an instance of a successful woman whose story could be handled in three different ways. Write one complete story for publication, and indicate leads and methods of development of others.

4. Choose some line of business about which you are fairly well informed. Assume you have to get material for an article for a trade magazine devoted to this business, and choose a person to interview who has had at least moderate success and can give information as to successful conduct of this business. Frame the list of questions you would ask to elicit the information wanted to make the story helpful to others in the same business.

5. Find a subject for success article that has unusual human interest. Tell how you would bring this out and illustrate.

6. Write a 150-word description of a successful woman whose personality and background are as interesting as her success.

7. Compile list of ten trade magazines which appear to you to afford the most interesting fields for contributions. Analyze a success story in each about either a man or woman. (Practically every public library maintains a fairly complete file of trade magazines.)

Additional Reading

Bleyer, W. G.—*Special Feature Articles.* (Houghton Mifflin Company, Boston.)

Hall, S. R.—*Business Writing.* (McGraw-Hill Book Company, New York.)

Harrington, H. F.—*Chats on Feature Writing.* (Harper & Brothers, New York.)

Tead, Ordway.—*Instincts in Industry.* (Houghton Mifflin Company, Boston.)

CHAPTER X

THE SHOPPER

> . . . and it is the advertisement rather than the editorial that is used as the most effective means of influencing public opinion.
>
> LUCY SALMON

A business and a writing career may be combined in the work of the shopper. Her department is an excellent example of the service along personal lines that farseeing newspapers and magazines are giving to readers, and which women are especially well qualified to perform.

Three distinct shopper departments will be considered in the following order:

1. Magazine shopping service departments in which the shopper acts as a professional shopper, the magazine purchasing the merchandise and receiving the commission from the merchant.

2. "Paid" shopper departments, so called because advertisers buy space in them.

3. Newspaper shopping service departments in which the shopper presents descriptions of articles and shops, but turns the reader directly over to the merchant on receipt of request for names and addresses.

I. MAGAZINE SHOPPING DEPARTMENT

Opportunities.—Fashion and women's publications, magazines devoted to outdoor interests, interior decorating, trade, and one or two general magazines are some of the mediums for shopping departments. Most of these have shopping services devoted to distinct classes of merchandise, such as

beauty and toilet goods, girls' and women's clothes, furniture, *objets d'art,* and merchandise for the home.

In large cities, women are successfully putting out publications somewhat in the form of theater programs, for free distribution in hotels, information bureaus, railway stations, clubs, and on motor busses. These contain descriptions of shops and merchandise, besides editorial material telling of attractions in the cities and of course display advertisements.[1]

How to Get a Start.—The prospective shopper should apply for work on a magazine which is successfully conducting a department of this kind, and if possible serve apprenticeship under an experienced shopper. It is of course possible to sell the idea for such a department to a magazine and she should seek an interview with either the managing editor or business manager.

Preparation.—The work requires no special preparation beyond a general education to develop good taste and artistic instincts that will guide her in selecting suitable articles. She should acquire facility in writing clear, interesting, and accurate descriptions.

Qualifications.—The qualifications for the work depend to some extent upon the nature of the department. If it is devoted to clothes, the editor must possess exceptional taste and judgment and be able to select for description and illustration wearing apparel which is practical and universally becoming. In general it may be said that alertness that will enable the shopper to anticipate needs of readers, so that the season will find the most wanted items on her page, is a most essential qualification.

Nature of Departments.—Departments are of two kinds —anonymous, or those labeled with some general head like "Shopping Service," and the personalized in which the name of the shopper is featured, and readers encouraged to address

[1] The reader is referred to such advertising booklets as "This Week in Chicago."

her personally. Shopping service departments devoted to clothes usually include a real clothes service, that is, the shopper announces that she will advise as to proper clothes to buy and in general will act as adviser. One shopping service records that it received 1,150 letters in the month of December one year, and purchased $20,000 worth of merchandise for its readers. This same magazine "killed" its department for a time, but as readers continued to write to it, it was revived.[2] The most successful copy adroitly suggests needs and thus creates a desire for certain things.

The shopper department in a trade magazine presents a somewhat different problem to the shopper. The latter "shops" for retail merchants only, and must give accurate information. She obtains her material from the manufacturers and wholesale merchants. "Tempting Market Tips" in the *Dry Goods Economist* may be studied by the reader interested in this kind of work.

II. Paid Shopper Departments

Opportunities.—Only the departments conducted on newspapers will be considered here. These departments are increasing and as successful work of this kind demands both business-getting and writing ability, it is often better rewarded than editorial work. The shopper is "on her own" so to speak, and if she can secure a number of regular advertisers, her department largely runs itself. It is good preparation for an advertising career with an agency or department store or for a responsible position in the advertising department of a newspaper.

How to Get a Start.—The shopper-to-be should study as many departments in local and out-of-town newspapers as possible to get ideas and should present a complete plan to the advertising manager of the newspaper. She should

[2] See "The Data Book" of *Harper's Bazaar.*

prepare a draft, showing the exact size of the proposed department, whether one or more columns, and the position of the reading matter and illustrations. She might even select a name and a general heading for the department.

Preparation.—Experience will probably teach more than lessons in salesmanship, though courses in both salesmanship and advertising would be helpful. The shopper should take enough courses in writing to enable her to write easily, quickly, and correctly, for she will soon find that time spent in soliciting accounts is more profitable than that spent on copy.

Qualifications.—The shopper should have a good business head, a personality that wins and keeps friends, super-persistence—all the qualities that a successful advertising solicitor needs. She should cultivate accuracy to a scrupulous degree. Artistic talent will prove an asset but it is not essential.

Value of Department to Paper.—This department is a distinct service to the reader, who thus learns of merchandise that might not otherwise be brought to her attention. If the department carries a shopping service, opportunity for service to the reader is greatly increased. It is a service to the advertiser, because his goods are brought before the public in a more direct way than by display space. The average unobserving reader scans the chatty little items, without realizing often that they are not the reporter's actual opinions, but space "bought and paid for." Except for the label "advertisement" (often in small type) required by law, these departments masquerade typographically as editorial matter.

Some Early Shoppers.—Probably the first newspaper shopper items appeared in the *New York Tribune* in 1873, when "Jennie June" Croly wrote, "An excellent glove, fine, soft, well fitting and extremely durable has been introduced by Lord & Taylor and has become a great favorite."

The distinction of starting the first regular paid shopping department in a newspaper, probably belongs to Mrs. Edith Kibbe, who has conducted "Feminine Topics" over the name "Deborah" on the *Hartford Courant* since 1890.

How Space Is Sold.—Space is sold by the line or inch (fourteen agate lines). Some large metropolitan newspapers with immense circulations charge one dollar a line for week day insertion and three dollars a line for Sunday insertion. On smaller newspapers the rate averages about three dollars an inch. Newspapers have found it practical to make the rate higher than the rate for display advertisements, otherwise advertisers would choose the cheaper medium for their advertisements and the paper would lose in revenue. Some newspapers have abandoned shopper departments because they could not charge enough to make them profitable. The shopper usually, however, starts with as low a rate as possible and raises it when she can point to actual results for the advertiser.

Variety of Departments.—There is no typical department. On some papers, items from such a variety of advertisers as those of wearing apparel, antique shops, restaurants, beauty shops, beauty preparations, and services for the home, such as laundries and dry cleaning establishments, etc., are all grouped under one head. A few newspapers restrict the department to advertisements of clothes and aids to personal adornment. Or it may be devoted exclusively to descriptions of merchandise for the home, such as the department, "Sally at the Market" in the *Los Angeles Times*, and "As Helen Sees Little Things for the Little House" in the *Los Angeles Evening Express*. As recipes, menus, and ideas for entertainment may be incorporated in such columns, they make valuable reading on home-making. A few papers carry two types of shopper departments.

Choice of a Name.—Examination of a number of shopper departments reveals two methods of labeling: (1) descrip-

tive head such as "The Shop Scout," *Kansas City Star;* "Let's Poke About Town," the *Minneapolis Journal;* and (2) the head which features a name of which the following are typical: "About Town with Peggy," the *New York American;* "Sara Sets the Fashions," the *Cleveland Times*; "Molly of the Mail," the *New York Evening Mail;* "What I Saw and Heard Around Town, by Peggy Pence," the *Dubuque Telegraph-Herald;* "Let's Go Shopping with Suzanne," the *Denver Rocky Mountain News.*

For a column advertising merchandise for the home, a more practical sounding name should be selected than one for a column which carries advertisements of clothes and beauty preparations. In any case, the name should be short, simple, and easily pronounced. When a descriptive head is used, the column is usually signed with the full name or initials in script and this signature may also be used when the name is featured in the heading.

Getting Accounts.—There are many advertisers who can get results quicker through a column of this nature than through display space, and the shopper is ever on the lookout for them. As she tours the down town or "loop district" of her city, she keeps an eye open for new stores and specialty shops. She scans the newspapers and trade magazines for news about persons starting new enterprises. She watches her competitors' columns for accounts she may be able to lure away from them, and also keeps a watchful eye on the display advertisements in rival newspapers. In some towns, she may secure business through the advertising agencies.

Selling to Advertisers.—The shopper must not be discouraged if she encounters many difficulties in starting her column. She has first to sell *the idea* to the advertiser; when the department actually appears in the paper, she sells the department and that is easier. To give the idea concrete form, she generally has proofs to show him. These proofs of

both illustrations and written material enable him to visualize the department and incidentally the advertisement she proposes he shall run. Often before she talks business with an advertiser she makes a visit to his store, looks over his merchandise and "sizes" up his class of customers—as a prospective customer and not as an advertising solicitor—and on the basis of this "research work" prepares the kind of copy she thinks will sell his goods. Armed with the typewritten copy or proof she approaches her client the next day. One shopper in New York City points with pride to the fact that several women owe their success in business largely to her effective copy and ideas for promoting sales.

Shopper Copy.—Well written copy and arresting illustrations are the important attention-getters. Many columns have the heading accompanied by a picture of the shopper or of some smart feminine type. The illustrations that set off the copy may be quaint little sketches or even effective little caricatures rather than actual illustrations of the merchandise or shop.

This is a type of writing that requires much skill, for the intimate tone if not kept on a certain level verges on slang; between sprightliness and crudeness there is often just a hair's breadth. The writer should avoid such clichés as "What is there a woman appreciates more than a hat?" She should eschew all slang that has not the saving grace of cleverness as "Mrs. Exclusive Shop must have a stand-in with the weather, for just as they are needed come these airy summer dresses."

In the following illustrations, note that although space had to be conserved, the writers have brought in all necessary data, without sacrificing the chatty tone or making the advertisements too categorical:

> News for the stout woman!
> The Whitney Shop, 121 West 125th street, between Lenox and Seventh avenues, is all in readiness for

Let's Go Shopping With Suzanne

Mother and Daughter Both Will Approve

Only Two More Weeks Until School Begins!

DOES this announcement cause any perceptible stir in your household? It will undoubtedly if there are little folk to be outfitted—if there are frocks to be bought and suits to be selected and a whole season's wardrobe to be planned. Every mother of a school boy or girl is filled with thoughts of practical suits and warm sweaters and becoming frocks—nor must we forget that these up-to-date youngsters, be they of kindergarten age or ready for high school, have some very decided ideas of their own on the togs that they will want to wear back to school.

So today Suzanne is having her Getting-Ready-for-School page—a page that is meant to help the busy mother find the type of clothes she wants for the young folk. At the same time Suzanne has thought of mother's own needs and found the smartest of fall hats and the most effective of beauty treatments. Suzanne has also considered the youngster's musical education.

Shopping for School Togs Then Visit

Daniels & Fisher's for Junior Boys' Shop.

The Neil School for Girls—the Neil Preparatory school.

Blanchard's Hat Shop—Sue Blanchard home from New York.

Kistler's, Monogrammed stationery.

Hugo's Studio—Artistic photographs of the children.

Downey's Silk Shop—Velvets in silks.

Miller's Beauty Shop—Effective Neil's Bleaches.

Perry-Brinsley, The new Mighty Mite Shoe.

Lewis & Sweningham frocks and warm sweaters for the school girl.

Monarch Cleaners—Pleats remade and as good as new.

Knight-Campbell's Pleasure at Home Shop—Silk Underwear.

Hardy Shoes—Silver's special—specials in small sizes.

Cottle's—Best buys in luxury for the school girl.

Wallace Hardware Shop—Special cooking utensils and wares.

Home Dairy—Cooler now manufactured.

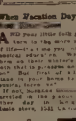
Browning King & Co.—The Fall Suit Shop—Fall Suits for Young Men.

Mayer's Shoe Shop for the Miss—The New French Pump.

The Cellarette Shop—Fairies hold sway in the Cellarette.

Alkali Lake—Fine trout in the stream now.

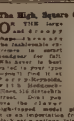
Arney Studio—Arney's 20-year-in-Denver anniversary.



When Vacation Days Bring Back Blues

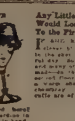
AND yet little folk prepare to return to the more serious things of life—to school, to the morning school bell, to the study and application which is necessary to such an undertaking as education! But that of all in there is much to be said in favor of school, form, or

If such be the case, it be interesting to know that Knight-Campbell's Pleasure at Home Shop has planned a special sale, 1241 Lincoln street, for the purpose of helping the apparel problem of the school girl. Dresses, coats, hats, shoes, stockings, underwear, and other articles of apparel are included in the sale. Knight-Campbell's Pleasure at Home Shop, 1241 Lincoln street.



The High, Square Crown Is Gone

OUT of style! Gone! Passed! Such is the importance from London to Paris and to America, trimmed in handmade flowers of entire ribbon in the latest fall shades, combined with fascinating novelty goods in black and tan, now in the gorgeous new shades of Indian red, Spanish tan, to very good—and outfitted trimmed on exquisite



Say Little Girl Would Look Forward To the First Day of School

IF girls knew she might have a charming dress—dress that would be the envy of her school mates on the first day—dress that would be new and novel—dress that would be made—in the children's shop, at the Neil Preparatory School, at a store where all clothing is a specialty, and where the clothes are made for little people, trimmed in

The Surest Way To Make Them Write Home—

CLEAN clothes never outbreed sun fishing—and how quickly they respond to the call of the tub be cold-blooded to the mother who knows good old-fashioned Ivory Soap. Ivory Soap is guaranteed to be pure and free from irritants. Ivory Soap is guaranteed to be the most effective and economical soap for the laundry and for the bath. Ivory Soap is guaranteed to be the most effective and economical soap for the bath. Ivory Soap is guaranteed to be the most effective and economical soap for the laundry. Ivory Soap is guaranteed to be the most effective and economical soap for the laundry and for the bath

you with the most distinctive summer creations. You will find dainty, lovely frocks of linen, Normandy voile, dotted Swiss and all other wanted summer materials from $12.50 to $32.50 and silk and cloth creations from $29.50 to $195. They also make to order for you without charge. Every stout woman should know about this shop.

New York American

Talk about "personal service"—here's a striking example of it combined with "long distance service." When I was in Goldberg's, 121 W. 11th, Friday, they showed me a letter from a college girl in Tucson, Ariz., who was praising highly an ensemble they'd made for her without a single fitting—using the measurements of an old suit. And that's just one little instance. They have a hundred or more such customers for both ready made and made to order suits, coats and frocks.

Kansas City Star

Don't weep!

Tax-time and the monthly flock of bills is discouraging—with Christmas just around the corner—but there is no use crying over spilt milk!

Try budgeting!

If you feel a bit vague—or dubious—just dash down to the Bureau of Budgets and Household Accounting (at the Minneapolis Trust Company, 115 South 5th street) and ask for Miss MacLeod. She has made and is making a study of budgets and household accounting and may be able to offer some helpful suggestions; she will certainly give you an excellent Budget Book and help you get started toward a victorious Tax-time in 1926.

Minneapolis Journal

Service.—A shopping service of course emphasizes the idea of service behind the department, and some shopper columns carry this service. Announcement of it is prominently displayed, usually in a box as in the following:

WHEN ORDERING THROUGH THE PEGGY SERVICE

Please send checks, money orders, or bank drafts, made payable to Peggy, Minneapolis Tribune. I cannot fill orders without remittance accompanying enclosures.

Unless you have an account at the shop, things cannot be sent without remittance accompanying order.

Goods may be returned for refund or exchange, but please do not ask me to send merchandise on approval.

When ordering clothes, kindly send exact bust, waist and hip measures, height and age.

Be specific in ordering, write name and address plainly, enclose samples, whenever possible, and send stamped envelope when answer is necessary.

Getting Readers.—The department "pulls" only if the shopper can attract readers by the breezy quality of her writing or by a subtle personal tone which conveys the impression that she desires to serve them and tours the shops with their needs in mind. No reader is impervious to this adroit solicitude. She may establish this personal relation in more concrete ways. She may suggest that the reader call her by telephone if she desires information about any of the items, or write to her and even if her department carries no regular shopping service, she may occasionally insert a notice that she will shop for readers. Her aim should be to make the column read in spite of its advertising flavor and this may

be accomplished by interspersing miscellaneous items of editorial nature among the "paid" items. If the column is devoted to home merchandise, she gives suggestions for housekeeping and entertaining. If it is devoted to women's merchandise, she may sprinkle fashion notes among the advertisements. She may also have her own special numbers at the time of such events as automobile shows, conventions, etc. Some eastern papers send their shoppers abroad to study fashions.

Describing how she "put over" her department, Miss Helen N. Chapman ("Sara" of the *Cleveland Times*) writes [3]:

I used the little box with a different cut of "Sara" each week, to sell the column to the readers; I used the diary at first to mention different advertising men, sometimes quoting what they had to say; I worked in peppy write-ups of my trips to New York and printed stuff in the nature of "testimonials" from visiting theatrical stars, getting their signatures to add a kick to the column. We've been running it since September now and have most of our advertisers to the point of enthusiasm where they will let me say most anything I like, thus getting the stereotyped, hard-boiled angle out of the picture entirely. I use fillers not only on style notes, but on plays I see, books I read and the people of importance I meet.

III. Newspaper Shopping Departments

Opportunities.—Many newspapers present an editorial feature which is in reality "shopping news." The shopping editor, therefore, works under the direction of the editorial department and not the advertising department. This feature usually appears on the woman's page under some such title as "Seen in the Shops," "The Expert Shopper," "Adventures with a Purse," "Shop with Dorothy," and "What the Avenue Shopper Sees."

[3] *Newspaper News* (published by Associated Editors, Inc., Chicago), March, 1924.

How to Get a Start.—The applicant for work on a newspaper shopping department should outline her plan for it, in the same way suggested to the shopper who wishes to conduct a paid column, only it is necessary for her to interview the managing editor or city editor and not the advertising manager.

Preparation and Qualifications.—Preparation and qualifications are essentially the same as those given for the work of a magazine shopping service department.

Value of Department.—This department gives news of what is in the shops to scores of women who are too busy to shop for themselves. Department stores are more and more aiming to make their advertisements store news, but they cannot give complete information about countless articles women would like to know about. The shopper supplies this news.

Work of the Shopper.—The shopper must be on the lookout for merchandise that the busy woman will overlook and that will anticipate such needs as clothes, entertainment, traveling, mourning—the list is endless. She must also watch for new merchandise. Descriptions of devices that make housework easier constitute excellent shopper items. Names and addresses of stores are not given, but the information is usually printed in agate type at the head or bottom of the column, that the reader may obtain them by telephoning to her or writing in for them. To designate the items, various methods are used. One newspaper numbers the item each day; another tags them with serial numbers, so there will be no confusion or mistake, if the reader fails to mention the date on which the description appears. Prices may or may not be given, according to the policy of the shopping editor.

Typical of their value in giving useful information, is this item which appeared under the head, "Seen in the Shops":

Dear Folks—Now that colored shoes are practically a thing of the past, a number of my readers are looking for a satisfactory shoe dye. There is a reliable oil dye sold by one of the most reliable stores in town for 25 cents a bottle. I saw some of the work which was done in dyeing bright green and red shoes, black and the resulting black was all that could be desired. I was told, however, that only an expert, can dye suede shoes successfully. The dye comes in black and all the wanted colors and at 25 cents a bottle, it seems foolish to discard a pair of pumps, because they are not a color you fancy.

Philadelphia Record

Shop Descriptions.—Some newspapers carry departments devoted to descriptions of unique shops, restaurants, tea rooms, etc. Imagination must be coupled with real literary skill to import the atmosphere of these places, so vividly the reader will want to visit them. The writer emphasizes the atmosphere rather than any specific merchandise. At the same time, she should avoid too fulsome praise and use restraint in pointing out the special features and appeal they possess. The following descriptions were taken from the *New York Evening Post:*

A BOHEMIAN BOOKSHOP

The ideal bookshop is a regular Bohemian place. It shouldn't be too tidy, too spic and span. Personally speaking, it is much to be preferred when the volumes are not all new. In this down-town bookshop, one does not feel so much a customer as an afternoon caller who has dropped in for a pleasant visit. The fair-haired young Irish-American who runs the place is bound to talk to you sooner or later, but it won't be in a "best-selling" manner. Probably he will want you to know about the Wednesday evening poetry readings in the shop or about some exhibition of artistic photography by a charming girl amateur.

A GARDEN TEA ROOM

It is a block or so east of the shopping center, but worth finding out. It bears a painted sign with tall, pink hollyhocks upon it, and an appetizing name, and that's enough to attract the eye and the curiosity. There never was a basement and back-yard more glorified. The low windows have latticed panes and flower boxes. There's a trellis of greenery all the way down the steps, and at the bottom a glance through the long passage-way, reveals the garden with its delightful possibilities. On a sunny day, there may be more comfort in the quaint parlor, white enamelled, chintz-draped and set with ivory white tables, that carry crossed bands of embroidered linen, instead of the usual cloths. On sunny days and soft, warm nights, there's no doubt at all that the lure of the garden wall will draw one on.

It's gay with pink ramblers and geraniums in summer. At present the flowers are looking a little weary after the long, hot days. Round the flagged yard is a little forest of ailanthus trees, with their palm-like leaves. New York City owes much to the hardy, picturesque ailanthus, that makes a home for itself in any kind of corner, where there's a handful of soil. This little colony of them shake out their feathery tops and form shady canopies for the green tables, with their covers of black oilcloth patterned in gold. Black and green is the color-scheme. The chairs are black and the table-ware—the latter gaily painted. There is a whole background of green flower-boxes, and in the middle distance are strung fern-baskets and wicker cages and brilliant lanterns that are lit when the garden restaurant is in full swing on summer nights.

Noonday lunches with strictly home cooking, Southern chicken dinners and wonderful apple pie are an agreeable break in a day of business. Afternoon teas under the awning will relieve fatigue like magic. As for lantern-time and the night-scent of roses—why it will be something to look back on when the cold nights really come.

Exercises

1. Study the shopping services in magazines. Plan a service you might start on a magazine. Choose name and title. Select articles for a girl going away to college: one dress, one hat, one coat, and one traveling bag. Describe so she will want to buy what you have chosen for her and give prices.

2. Assemble ideas for an editorial shopping column or department. Choose the name of the column and name of conductor or shopper. Write directions to be enclosed in a box for securing names and addresses of articles mentioned. Visit several stores and choose at least four articles of merchandise to describe. One should be some new merchandise, one, merchandise that anticipates a seasonal need; one, some article of wearing apparel that permits of imparting fashion information; and one, some thing that is of interest to you for some special reason.

3. Visit a unique restaurant, gift shop or antique shop. Write a 75-word description.

4. Write a description of a restaurant mentioning some of the dishes for which it is famous.

5. Write 13 lines about the Arch-Aid Shoe Shop, 11 Blank street, which carries all widths and sizes AAAA to EE and 1 to 12. Feature fact that shoes are smart, too, that feet are examined by X-ray and fitted according to special needs and that because this shop carries such a range of sizes and widths, it is not necessary to have shoes made to order.

6. Write 10 lines about the Caracul capes at M. Kelton's, 116 Blank street—reduced to $100. Skirt length, collars of skunk, tan Caracul, Kolinsky, and other furs. Feature fact that only a few are left. The advertiser wants to get rid of them. How can you help him?

7. Write 16 lines about the Gibson, Loomis Antique Shop, moved into a smaller store at 25 Blank street. The store is selling out its merchandise cheaply because it has not as much room as formerly. It features tables—colored tables, nests of tables, Venetian and Persian tray tables, painted coffee tables with decorated glass tops. Assume the time to be May and suggest that readers buy these for wedding presents.

Additional Reading

Chasnoff, J. E.—*Selling Newspaper Space.* (The Ronald Press Company, New York.)

Hollingworth, H. L.—*Advertising and Selling.* (D. Appleton & Co., New York.)

Rogers, Jason.—*Building Newspaper Advertising.* (Harper & Brothers, New York.)

CHAPTER XI

THE POLITICAL WRITER

> Newspaper women, it was agreed, did more work at this convention, than at any other national political gathering in history.
>
> *Editor & Publisher,* July 12, 1924

Women owe their opportunities for political writing, in a large measure, to the passage of the Nineteenth Amendment to the Federal Constitution, granting suffrage to women. Right of suffrage has given women equal voice in selecting legislators and generally speaking, equal responsibility in solving political problems in the only way that ordinary citizens can make their influence felt. It has seated an increasing number of women in both state and national legislative bodies; it has put women in the limelight at both Republican and Democratic national conventions, where hundreds take part officially as delegates and alternates and play important parts in shaping party platforms and drafting campaign plans. In other words, it has made politics as much a topic for women as for men, and the summer of 1924, which saw more women covering political conventions than ever before, may, therefore, be called a milestone in the history of the woman political writer.

Opportunities.—The right to vote has by no means worked the miracle of adding a woman political writer to the staffs of newspapers throughout the country. There are few women attached to newspapers who devote their time to political writing except during election campaigns and conventions. In the majority of cities, the club reporter covers

the political activities of women, though an increasing number of party organizations have specialists handle their publicity. It has, however, widened the field for special articles about women's political work for both newspapers and magazines. Most important of all, it opens up interesting possibilities for the girl or woman who will definitely fit herself for such work; who will grow into the "job" of political writer, just as many women have had to grow into the political "jobs" they are now assuming. We may expect to see them taking their places beside the latter, in the future, at first perhaps as assistants to men political writers during sessions of legislature or election campaigns, and eventually in responsible positions of their own.

In Washington, women are gradually getting a foothold in the many positions that have hitherto been barred to them. We find them correspondents for individual newspapers and for a "string," that is, several newspapers. They may also be employed by a press association. Syndicates which sell both news and features employ women. Not all of the latter write on political topics, for Washington is a source of varied news and information that may have no connection with political happenings. Many large newspapers like the *New York World* and the *Chicago Daily News* have a staff of correspondents organized in what is called a bureau. There have been several women in the past on the staff of such a bureau, and a few who have been bureau chiefs.

Women also represent trade papers in Washington and watch for and report on legislation affecting the industry in which their journals are interested. There are women attached to the working staffs of congressmen and senators, who also act as correspondents for papers in their home states. A list of women writing from Washington should include many special women writers who sell their articles to a variety of publications, and wives of senators and representatives who write either for some magazine or for their home

papers.[1] The future may see women organizing and conducting news and feature syndicates in Washington.

The Women's National Press Club of Washington, whose active membership consists of publishers, editors, writers, correspondents, and reporters, actively engaged in Washington on well established periodicals, including government publications, as well as women in publicity work, who have regular contact with the press, probably exacts the strictest requirements for membership of any similar organization of women writers. Not only does it insist that its active members be engaged in writing articles which they actually market, but if for any reason, they are "at liberty" they may retain their membership only six months, with the privilege, of course, of renewing it when they renew their press connections.

Success in political writing often paves the way for important government positions, as well as positions of trust with state party organizations and with leading members of both branches of Congress.

How to Get a Start.—The desirability of actual participation in some form of political work cannot be stressed too greatly. Acquaintance with political leaders, identification with the work, all the background that this participation gives, is invaluable in writing, whether for newspapers or magazines. Many of the best known writers today had an active share in the fight for suffrage, the first big political cause to rouse women to militancy. If they were writers at the time, some of them can recall that it took not a little courage to "stick to their guns" on newspapers which were openly opposed to the suffrage cause, and were fighting it in their editorial pages.

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[1] An instance is Mrs. Frances Parkinson Keyes, wife of Senator Henry W. Keyes of New Hampshire, whose articles for *Good Housekeeping,* a blend of social and political chat, have been compiled in book form.

Probably the most effective way to get a start would be to act as a newspaper reporter either covering general assignments or women's clubs. In the latter work, the reporter would have opportunity to cover state conventions and local political activities of women.

Because it does bring the worker into intimate contact with political leaders and gives her the atmosphere of political life, publicity work offers another desirable route to political writing for newspapers and magazines. Opportunities in this range all the way from minor work with a local organization (which may or may not be compensated) to work of national scope. Some of them might well be considered careers in themselves, because they are better paid than newspaper work and require more than newspaper experience—they require knowledge of publicity methods. Publicity work of course has the drawback of being seasonal, temporary, and fluctuating; party organizations for instance employ more people during an election campaign than at any other time. However, an increasing number of permanent positions are opening up to women. Position as secretary in an office where important publicity work is being carried on is not to be despised, for it might prove the entering wedge to publicity work if the aspirant to political writing demonstrated her ability to write. Following are a few opportunities for publicity work that demand writing along political lines:

1. Work for a party organization. The writer might be connected with the New York or Washington headquarters; she might do publicity work "in the field," which would require going to various cities with the field organizer. For this work she might apply to the state or national committeewoman or committeeman. She might work in connection with the state or local headquarters, and such a position might be obtained through the state chairman or the party organization.

2. Work with a political organization of the nature of the League of Women Voters or Woman's Party. The former offers more opportunity because it is organized throughout the country much as the former National Woman Suffrage Association.

3. Work for a special campaign. This might be a national campaign for the passage of some bill looking toward better social legislation. It might be a campaign for civic improvement or for a change in civic government, such as the campaign for a new city charter or a city manager to replace the mayor form of government. The publicity work for both of these types of campaigns would be carried on under the direction of a special committee or a group.

4. Work for a lobby which is trying to secure the passage of a bill. A class of people like school-teachers, a corporation, or a private business often have lobbies for such a purpose.

Ideal training for political writing would of course comprise newspaper reporting and publicity work. Thus Marjorie Shuler, who writes for leading women's magazines and covers important woman's conventions and special stories of consequence in this country and in Europe for the *Christian Science Monitor,* started her career in the office of the *Buffalo Express* and later became director of field publicity for the National Woman Suffrage Association.

Before a woman can hope to secure an opportunity as correspondent for a newspaper, or as a reporter for a press association in Washington, she must have served apprenticeship on her home paper and demonstrated her ability as a writer and a news-getter. If she desires to be on the ground in Washington, she will doubtless find that the most available line of writing is publicity work and there is more or less permanent work there connected with the government and with various organizations. A large part of the membership of the Women's National Press Club is made up of

women at one time or another engaged in some sort of publicity work.

Preparation.—As a good working knowledge of the general political system and procedure is essential for the woman political writer, she should specialize in civics, political science, public administration, and American hstory. She should supplement these courses with such journalism courses as reporting and special feature articles.

Qualifications.—The qualifications for a political writer are set forth by Vina Lindsay who has had experience as political writer for the *Kansas City Journal-Post.*[2]

> A certain flair for politics, a sort of intangible something like the nose for news, is of the greatest aid to the woman who has ambitions in the field of political journalism. This might be defined otherwise as an enthusiasm for politics, the spirit that makes one thrill to the challenge of the game and follow it with the same consuming interest as a race-track fan does the progress of the derby.
>
> Knowledge also is necessary to the political writer, knowledge of economic theories and of history and government and party organizations and an understanding of men and women. No matter how much economic Utopians may protest, the human element always will be the big thing in politics. Leaders will be mightier than issues, at least on the front page of the newspaper.
>
> Political reporting also calls for many of the qualities of the good mixer. The reporter need not be servile or extreme in her social activities, but she must cultivate friendships wisely.

Early Writers.—Naturally women have been slow to enter the domain of political writing, so long sacred to men, and only the present decade is witnessing their hurdling over final barriers raised by years of tradition. The first woman to be admitted to the press gallery in Washington was Mrs. Isabel Worrall Ball. She became a member in 1895, when

[2] *The Matrix,* February, 1925. Official publication Theta Sigma Phi, honorary journalistic sorority.

she was representing the *Topeka Capital,* the *Hartford Courant,* and the *Hutchinson News.*

The first woman to be chief of a Washington bureau was Mrs. William Brown Meloney, editor of *The Delineator,* who became chief of the *Denver Post* bureau in 1901. Beginning her newspaper career when she was only seventeen, her first association was with the *Washington Post,* and she attracted much attention by a series of humorous and naïve feature articles on national political celebrities. At the same time she was covering the diplomatic news of the day, and came in daily contact with such internationally known people as the late Lord Pauncefote, British ambassador; Baron Cassini, Russian ambassador; and Wu Ting Fang, Chinese minister.

Following the adoption of the nineteenth amendment, both Republican and Democratic parties were quick to see the importance of enlisting the service of women to organize educational bureaus and write publicity to educate and enlighten the woman voter. The first woman to do this type of writing was Mrs. Florence Riddick Boys, who was appointed women's publicity editor for the Republican National Committee in 1922, and who conducts a page in the *National Republican,* a party organ.

We find women acting as foreign correspondents as far back as 1866, when Laura Catherine Redden Searing wrote for the *New York Times.* It is significant of those days that she wrote under a masculine pen name, "Howard Glyndon." Another early foreign correspondent was Jane Lippincott, better known by her pen name, "Grace Greenwood," who wrote for the *New York Times* in 1875. The first woman to act as foreign correspondent and political writer for more than one newspaper was Miss Constance Drexel, who reported the peace conference in 1920 for the *Chicago Tribune* and acted as special foreign correspondent for the *New York Tribune* and the *Philadelphia Public Ledger.* She was

the only woman member of the International Association of Journalists, accredited to the League of Nations.

Changes.—The striking changes in subject matter of articles about women in politics are revealed in a survey of titles of typical articles, made by Marguerite Arnold, writing on "The Woman's Page in Politics" in *Pictorial Review*, October, 1924. Her purpose in making the survey was to get a "close-up" of the feminine mind as regards the political situation, but it is also revelatory of what magazines and newspapers printed in the old days as compared to the type of articles appearing today.

1880

Ought Women to Vote?
Scientific Aspects of the Woman Suffrage Question
Woman's Assumption of Sex Superiority
Should Women Ride Astride?
Should Women Insure Their Lives?
Women as Described by the Ancient Poets
Biblical Position of Women
Charitable Work of Women
Women as Guardian Angels
Women as Sanitary Reformers

1920

How Is Your Cook Going to Vote?
Awful Dangers of Woman Suffrage
Does the Wife Vote Like Her Husband?
How Will the Farmer's Wife Vote?
Peroxide Vote
Velvet-Gloved Women Fighters
Too Refined to Think
Front Yard in Politics
Now Comes the Feminine Spellbinder with New Wiles for Capturing Votes
Big Little Things for Women in Politics
Woman's Place in Public Affairs

1924

Women in the Washington Scene
Women and International Affairs
Committee Women and County Chairmen in the New Politics

Running a Town Like a Home
Several Women in Politics in 1920
Campaigning with the Woman's Community Council of Minneapolis.
What Are Women Mayors Doing?
Towns Run by Women
Municipal Housekeeping as Women Are Actually Doing It in North Dakota
Holding Office on Main Street

Not only in subject matter, but in the treatment of the news itself about women in politics have there been notable changes. Formerly both men and women writers played up almost entirely the *outré* aspect of women in the political landscape and deemed it necessary to satisfy curiosity on essentially feminine topics of dress and social incidents. Since women are no longer a novelty in politics, *what they do* is regarded by newspaper editors and readers alike as of as much interest as *what they wore*. While many stories still harp to a great extent upon the purely feminine themes, now the tendency is to accept women in politics casually and to write as many news as human interest or feature stories about them.

Functions.—The political writer has two important functions, first to give news or information, and second to interpret news for the reader. By the first is meant presenting only the bare facts and withholding comment. The second function—to present interpretative comment that gives more than factual happenings is more difficult. It requires unusual knowledge, clear thinking, and a gift for analyzing. These articles may deal with news of tendencies, of important social changes, of what goes on under the surface of things and thus give the reader a basis for forming his own opinion. Such an article is practically a news-editorial, and is signed by some one whose authority is not questioned. The obscure writer who is not allowed a "by-line" does not attempt this type of article but confines herself to the bare recital of

events. The following illustrates the manner in which the writer may go below the surface of events and show an occasional clash of beliefs and interests:

WOMEN TO FIGHT FOR MORE PARTY POWER

By Emma Bugbee

The women are planning their next campaign. Disillusioned and disgusted by the machinery of politics as they have seen it from the inside at this convention, they will go back to their home districts to wage a battle for a more effective form of representation for women in party organization.

As the convention is organized the women have virtually no power and very little independence. They are divided into two classes—the "suffrage type"—that is, the woman who fought for suffrage with an ideal of better government in mind—and the "politician type" who is in the game for the benefits which she can get out of it. Both groups of women are in the minority in their delegations.

In many cases the women are not voting their true convictions even in their delegation caucuses. In others they are voting independently, but subject to the unit rule. They feel themselves pawns in a game that violates all the fundamental principles of democratic freedom.

That is why Mrs. Susan Walker Fitzgerald of Massachusetts is becoming more the observed of all observers as she sits tranquil in the midst of the Bay State delegates, a large McAdoo badge blazing on her chest.

"Massachusetts votes two and one-half for McAdoo, thirty-three and one-half for Smith," booms the chairman. Never by any chance has Mrs. Fitzgerald been singled out for any of the platform courtesies in the power of the state chairman, but she does not desire them. There is no irritation in her soul to be assuaged by such soothing syrups.

Mrs. Fitzgerald was elected on an anti-Smith platform in her own district and she is not to be

coerced by any devices of the delegation. She is a member of the Massachusetts Legislature and has been an independent since early suffrage days.

It is the women who were elected by their state conventions or are privileged to attend this convention by the favor of men leaders who are now suffering the pangs of frustrated desire. Thinking themselves free agents, because not instructed by their districts, they find themselves obliged to vote as the men leaders dictate, or if they disobey the requests of the men, they know their political careers are closed. There is one state where three women are voting in caucus contrary to the wishes of the state leaders.

How can a state leader coerce these women? What power has he over them? They are not in the business of politics for jobs. The feminine heart however like the masculine heart knows the thirst for position. They are looking forward to offices in their state organization or to the little glories of clubs and public platforms.

"Never again will you hold office in our state," the men leaders are reported to have told the belligerent three. They cannot coerce them now, but they can punish them.

The contrast between Mrs. Fitzgerald's status before the convention and that of the minority women in some other states has shown the thoughtful women of the party that their next task is to go home and get the support of their voters behind them, before they attempt another political convention.

New York Herald Tribune

Kinds.—There are three more or less well defined classes of political writing:

1. News or information (illustrated by preceding article). By this is meant the story or article in either the newspaper or magazine by the reporter or writer who is unbiased and aims to give only general facts. Its purpose is to inform. If she is writing for a partisan instead of an independent publication, the article may be colored, but *theoretically* she gives a non-partisan account. Typical articles are those

about varying activities of women's political organizations, conventions, meetings, interviews with "first" women political leaders, etc. The range of subjects can hardly be indicated.

2. Party propaganda (about major political parties such as Democrat, Republican, Farmer-Labor) and publicity about candidates for office or successful candidates. Its purpose is to win adherents to the party. The first appears in party organs and in the variety of literature which publicity writers broadcast. When it has real news value or is of especial interest to the public, it finds its way into newspapers and magazines.

The prominence of the writer whose article follows, makes it of news value. It is one of a series by Democratic women who played a part in the Democratic National Convention.

WOMEN IN DEMOCRATIC CONVENTION

By Elisabeth Marbury

Chairman Committee of Nine and National Committee Woman of New York

Politics being life raised to the *n*th degree, the same tried rule that applies to the work-a-day world is true in political activity—we get out of life what we put into it.

And because New York's great soul is bared to the men and women composing this convention, it is fair conclusion that we shall receive much in return. Our best is given freely—and New York's best is the best in the world. Political parties, *per se*, do not mean much to women. With them party lines dissolve before they are visible. Therefore New York women are waiting to clasp hands with the women of this convention simply because it is our desire to show how large a heart this wonderful city of ours possesses.

"A Woman in Politics" is a phrase which strikes terror to the minds of many. It pictures to the preju-

diced all that is repellent and unlovely, a strident influence which threatens to disrupt the home and to lay waste domesticity.

Yet those who are within "the know" realize that in this as in all else that is modern that it behooves the woman who has entered the public arena to be quite as careful about her appearance and her modishness as though she were behind the footlights.

At this National Convention every woman will be at her best. There will be nothing either sloppy or slovenly about her appearance, and if by any chance there is a woman stalking about in shirt and tie, with hair cut like a boy's with side pockets to her skirt, she will at once become a conspicuous figure unadmired and undesired.

Men are men and women are women and so they must remain whether in the home or in public life, provided they wish to make any real success of their undertakings.

When their minds work together, each supplementing the other, then and only then can the best results be obtained, and this applies to this newly found political interest for women. They need not clamor for identical opportunity while urging equal opportunity.

A woman seeking political office should first look over the field, weighing each qualification that is necessary for the best fulfillment of the office to which she aspires.

She should realize that experience is an asset to offset other limitations, so that unless she is endowed beyond her fellow men with those values which the post demands, she should go a little slowly and not force her ambition for recognition and regard simply because she is a woman. Sex should not enter into the question.

There is great room and crying need for women to interest themselves in politics, for what is politics but a knowledge of laws, of law making and of lawmakers, followed by an intelligent effort to do something that will effect that legislation under the control of which we must live, breathe and have our being.

> Today the Jane Austen type of woman is obsolete. It is no longer permissible that a woman should be a dumbbell. She does not shy at a fence but hurdles over it. Men have not only grown accustomed to the wife who thinks but they rather miss it when she doesn't.
>
> *New York Evening Post*

A large percentage of the newspaper articles about candidates for office during an election campaign is the work of publicity specialists who have been engaged by the parties to "put across" this publicity. There can be no more striking commentary upon the successful art of the publicity writer than the fact that the average layman cannot distinguish between this *publicity* and the *news* that is secured by the regular process of news gathering. The publicity writer must make her material just as readable and interesting as any that the reporter gets—more so because it competes for a place in the paper with the news obtained through the regular channels. Consequently publicity writers make use of the tremendous appeal of the human interest story, not only to get their story "across" to the reader but to the editor as well!

3. Educational and "crusading" writing. The classes known as educational and "crusading" writing merge to some extent and so are considered together. They may be said to be the consequence of women's recent participation in political life. Their general aims are (1) to arouse women from their age-old apathy to politics and to get them to use their political power through the vote; (2) to get them to vote intelligently and live up to their before-suffrage pledge to make a constructive contribution to the nation's citizenship—an ideal that should obviously carry women's political accomplishments beyond those of men! This calls for an elaborate program of publicity, to show them among other things that politics is related to the home, of study, of

research and investigation; and it also calls for highly efficient organization.[3]

The writing put forth, therefore, comprises educational publicity in the form of magazine organs, articles by leaders, news and information of such organizations as the National Woman's Party [4] and the League of Women Voters; citizenship features in newspapers and magazines, and correspondence from Washington or informational articles on events, pending legislation, governmental procedure and functions at Washington.

In the following article, the "crusading note" is sounded clearly:

WHAT WOMEN WON IN WISCONSIN

By Zona Gale

TEXT OF WISCONSIN'S EQUAL RIGHTS LAW

Section 1. Women shall have the same rights and privileges under the law as men in the exercise of suffrage, freedom of contract, choice of residence for voting purposes, jury service, holding office, holding and conveying property, care and custody of children, and in

[3] The League of Women Voters has made and is making a special study of legislation that promotes women's industrial and educational interests, child welfare, social hygiene, uniform laws, efficiency in government, and moderate living costs. It has actually furthered into legislation such bills as the Sheppard-Towner Maternity law; the Cable bill, reinvesting American women married to foreigners with original citizenship; the Social Hygiene and Federal Reclassification bills. It has also taken a strong stand upon such international legislation as the World Court Plan. It has no national magazine, but "controls" a four-page insert called "The Woman Voter" in the *Woman Citizen,* formerly the *Woman's Journal.*

[4] The Woman's Party, with headquarters at Washington, D.C., has for its program removal from the statute books of all laws which discriminate against women on sex lines and the creation in their place of laws which shall give necessary protection in industry, marriage, and other legal and social relationships to men and women alike as human beings. It has made a complete survey of all American laws affecting women; has its international lobby; and publishes a magazine, *Equal Rights.*

all other respects. The various courts, executive and administrative officers shall construe the statutes where the masculine gender is used to include the feminine gender unless such construction will deny to females the special protection and privileges which they now enjoy for the general welfare. The courts, executive and administrative officers shall make all necessary rules and provisions to carry out the intent and purposes of this statute.

SECTION 2. Any woman drawn to serve as a juror, upon her request to the presiding judge or magistrate, before the commencement of the trial or hearing, shall be excused from the panel or venire.

The extension of suffrage to include women left women with legal discriminations against them incompatible with citizenship. By what means would women best call the attention of lawmakers to these disabilities?

By amendment of individual statutes, one would say. But there had been introduced in the 1921 session of our Wisconsin Legislature a bill removing the most obvious discrimination—that of the right to jury duty. This bill, which was only an optional jury-service bill, passed the Senate but was defeated in the Assembly. Wisconsin women admitted to the State bar, admitted to the law school of the State University, and of course sharing in the franchise, still merely because they were women might not sit on a jury as the peers of an accused citizen. And, following the defeat of this jury bill, the judiciary committee of the Assembly introduced a bill expressly barring women from jury service.

This experience led in Wisconsin to the vision of the necessity for a proclamation of a general Bill of Rights for women, to build on. There is the point—to build on. This general grant of power lays down principles similar to the principles laid down in the constitutional Bill of Rights. We know that it must be followed by specific legislation in those instances—and many arise—in which the issues are not clear. But we hold that a foundation is necessary on which to build, for the guidance of future legislators; and that this foundation is the proclamation of rights embodied in the Wisconsin Equal Rights Law.

Women are going to be vigilant to work for the

amendment of individual statutes as these issues arise; and in approaching the legislature Wisconsin women will now have the moral backing of their Bill of Rights. Freudians tell us that an inferiority complex endangers any undertaking, and perhaps this law will operate to sweep away the inferiority complex—not in the minds of women, who have been getting rid of it for some time, but in the opinions which legislators sometimes hold in regard to the rights of women.

The following instances of the actual working of the law in the twelve months since its passage may be cited: The Civil Service Commission of Milwaukee ruled that married women were not eligible to take civil-service examinations. Various women protested, and with the backing of Mayor Hoan and Assistant City Attorney Babcock, both of whom said that this ruling was in direct violation of the Equal Rights Law, after several meetings and much argument gained their point.

Another instance was in regard to two new policewomen. Women had worked hard for the establishment of these posts. Imagine their dismay when it was announced in the newspapers that married women would be barred. The women again protested. The city officials replied that the newspapers had misstated the case, and that the Equal Rights Law would not permit them to discriminate against married women.

A Wisconsin woman moved with her husband to Montana where he was engaged in the mining business. When their son was of college age this woman returned to Wisconsin to live so that he could enter the State University. The husband remained with his business in Montana. The university ruled that since the husband's home was in Montana the wife also lived in Montana, that the boy was therefore non-resident and must pay tuition. It was not until after our Wisconsin Equal Rights Law was brought forward that the university ruled that the wife lived where she lived.

A Richland Center woman had been deprived of her vote because, although she and her husband live in town with their children, the husband keeps his

voting residence in the country district where their farm lies. She could not leave her young children to go to the country to vote and had not voted since the passage of the national suffrage amendment. Under the Equal Rights Law she can now vote in the town where she lives.

The Supreme Court of Wisconsin rendered a decision on last July 7 ordering a Milwaukee teacher reinstated and awarding her back pay for the time she had been deprived of her position. The court held that her dismissal violated the Equal Rights Law. The teacher had been dismissed under a ruling made by the Milwaukee board that a married woman cannot "be transferred, promoted, or permanently appointed to regular teaching positions." The teacher who was dismissed was married March 5, 1921, but continued to use her maiden name and did not inform the school board of her marriage until the following August 30. On September 15, 1921, she was discharged by the school board under the ruling quoted above. Among other specific charges brought against her and on which she was discharged was the failure to report her name promptly and the fact that after her marriage she had signed her maiden name to the school records.

These cases are good examples of the superior merit of a general bill. If we had passed a specific bill in Wisconsin instead of one establishing the general Equal Rights principle it would not have touched points such as these.

Harry Slattery of the District of Columbia Bar makes the following statement on the Equal Rights campaign:

The adoption of the Nineteenth Amendment . . . enfranchised the women of the United States . . . but it did not provide as thousands of good folk think it did that women should have the same rights and privileges under the Constitution and laws of the United States as men. It did not remove civil or legal disabilities, inequalities, or other discriminations of law against women by reason of sex or marriage. . . . In fact the suffrage amendment is in a sense a half-way house on the road to equal civil,

legal, and political rights for women which will place them on an equality with men. . . . In many States today the common-law disabilities of women are comparable to the barbaric laws of the chattel-slavery days. In our Federal laws there are many inequalities that should be removed. Common justice to the women of America requires that both in the nation and in the States these obstacles and injustices be removed. The Wisconsin law recently enacted is a model for State action. But in the last analysis, as in suffrage, a constitutional amendment will best meet the complex situation.

"Barbaric laws of chattel-slavery days" sounds a bit strong. At the other pole from a relationship involving remnants of such days stands the potential relationship, for the future, between men and women. I have tried in this outline to keep to the concrete—will you bear with me for a moment to note this abstract truth: That every man knows what a woman's point of view, when it is wise and sane and kindly, can contribute to life. Of his understanding of this we catch glimpses in his book dedications and in all his moments of greatest articulateness. The difficulty is to generalize, to realize that more women have that wisdom and that sanity or, when they haven't, that we must help them to develop these broadly social qualities. The opportunities of men to express a social spirit in their living are still double and triple those of women. Yet women have a spiritual genius which has never been given social expression. It is precisely this which they could liberate into the world, for the general welfare, if all these meshes of little circumstances hampering them could be swept away and they could be given the moral backing of a general consciousness of equality of opportunity. That is all that any equality can mean in the new status of women—equality of opportunity to express themselves politically and legally, without discriminations against them.

Lady Astor spoke a profound truth when she said at Baltimore recently that women trust to the spiritual and that they can bring the spiritual through the material world—in time. . . . I am not saying that the

Wisconsin Equal Rights Law or any other equal rights law is going to do all that. But I am saying that the Wisconsin Equal Rights Law or any other equal rights law equally well drawn is to be taken as one step in that long progress which women are making—through the doors of education, of the professions, of business, of the franchise, and on to full equality with men; the doors not of their own advancement alone but of that of a race struggling toward the conditions of a just freedom. The status of women in Wisconsin even under our Equal Rights Law is but a stage in that long march.

Meanwhile—"some remnants of the barbaric laws of chattel-slavery days." To emphasize the great work which Wisconsin did in initiating this legislation, let me quote from a few of those laws as they exist in some of the other States today. These laws are familiar to you but I beg to recall them. They are collected in a series of booklets issued by the National Woman's Party, a series which is to include every State—save Wisconsin alone.

In Alabama: Mothers are not equal guardians of their children.

In Arkansas: Inheritance laws discriminate against women.

In Delaware: Fathers can will away children from mothers.

In Florida: The father controls the services and earnings of children.

In Louisiana: Married women are classed with children and the insane as unable to contract on their own responsibility.

In Maryland: Divorce laws discriminate against women.

In Massachusetts: Women are ineligible for jury service.

In Mississippi: The husband owns his wife's services in the home and in his business.

In Vermont: Earnings of a married woman belong to her husband.

In Virginia: The property of married women is presumed to belong to their husbands unless proof to the contrary is shown.

"Barbaric laws of chattel-slavery days" certainly and there are many others not listed above. Most

of these laws have never existed in Wisconsin. But some of them did exist up to the time of the passage of the Equal Rights Law. And all discriminations against women must be removed. All discriminative laws against women are remnants of chattel-slavery days and all these remnants must disappear.

I see no conspicuous holy of holies in these discriminative laws. And in some States the pedestal does not seem to be high enough to prevent a husband from scaling it to collect his wife's earnings.

Whether the discriminations are great, as they are in the Southern States, or less as they are in Wisconsin, the principle involved is the same—all discriminations against all women must be removed.

In this matter there is no woman's standpoint and no man's standpoint. There is only the need of our common citizenship to rid our statute books of these vestiges of the old English common law and to bring our law down to date. To do this for women—yes; and for men; and for the general welfare; and for the children and the children's children.

Nation

Exercises

1. Write a story from the following facts: The Republican Vomen's Club met yesterday afternoon at 3 P.M. in the club uditorium. Social hostesses for the afternoon were Mrs. mory Wolff, Mrs. Robert Dineen, and Mrs. J. V. Baird. The nief speaker was Mrs. W. N. McArthur who gave a report on er study of the various amendments and measures soon to be rought before the legislature. She discussed the child labor nendment and said among other things that during her recent isit to the coal regions of Pennsylvania, she had often seen ttle children working in the coal mines with blood dripping rom their fingers as they picked the coal from the slate.

2. Write a story from the following facts: Members of ie Efficiency in Government Committee of the Washington lub, met yesterday afternoon at the club headquarters, 92 outh Essex street. Mrs. Robert Franklin discussed the posbility of library service through the mails for residents of ie county and told of the work of the city librarian, Miss

Grace Smith, in reaching rural people. Mrs. L. K. George led the discussion on the bill presented in legislature to change city elections from June until the general election time in the fall. "This bill is a vicious one from the point of view of home rule," she said, "and I think we should establish a special committee to keep watch of bills affecting the city." Along with this story submit a report upon the type of government which exists in your city, whether mayor-council, city-manager-council, commission form, etc. Also describe the form of election used, whether direct, proportional representation, party or non-partisan ballot.

3. Write a feature story on what women in your community have done to get out the vote of women. Publicity files of the League of Women Voters, of party organizations, civic groups, etc., will provide ample material.

4. Describe the way in which the women of one of the major parties in your state are organized. Write the article for a party organ.

5. In your town or community, there is at least one woman to be first in a political office or position formerly held by men. Interview her on the following subjects: (1) what changes has she made; (2) what service is she giving to citizens that has not been given before; (3) how does she combine her public career with her home career; (4) how did she happen to become interested in politics or this form of public service. If possible write two additional leads showing other angles from which the story may be written.

6. Select in your mind a well-known woman in your community who would make an ideal candidate for mayor. Assume you have charge of her publicity campaign. Write three stories: (1) playing up the welfare or social service work she has done to win the support of progressive women of community; (2) playing up her domestic side, hobbies, children, etc., to interest housewives of community in her candidacy; (3) playing up her religious activities to prejudice religious women in her favor.

7. Bring the changes in subject matter of women's politics as indicated by titles of articles (see p. 252) up to date, by suggesting at least eight subjects for articles and editorials, suitable *today*.

Additional Reading

Astor, Nancy.—*My Two Countries.* (Doubleday, Page & Company, Garden City, New York.)

Boyd, Mary B.—*The Woman Citizen.* (Frederick A. Stokes Company, New York.)

Brooks, R. C.—*Political Parties and Electoral Problems.* (Harper & Brothers, New York.)

Catt, Carrie C., *and* Shuler, N. R.—*Woman's Suffrage and Politics.* (Charles Scribner's Sons, New York.)

Clarke, Ida Clyde.—*Uncle Sam Needs a Wife.* (John C. Winston Publishing Company, Philadelphia.)

Dorr, Rheta Childe.—*A Woman of Fifty.* (Funk & Wagnalls Company, New York.)

Forman, S. E., *and* Shuler, Marjorie.—*The Woman Voters' Manual.* (The Century Co., New York.)

Garner, J. W.—*Introduction to Political Science.* (American Book Company, New York.)

Goodnow, F. J.—*Administration in the United States.* (G. P. Putnam's Sons, New York.)

Gillmore, Inez Haynes.—*The Story of the Woman's Party.* (Harcourt, Brace and Company, New York.)

Harriman, Mrs. J. Borden.—*From Pinafores to Politics.* (Henry Holt and Company, New York.)

Robinson, E. E.—*The Evolution of American Political Parties.* (Harcourt, Brace and Company, New York.)

Stevens, Doris.—*Jailed for Freedom.* (Boni & Liveright, New York.)

CHAPTER XII

THE SPORTS WRITER

> American women in the first quarter of the twentieth century won two rights, that of suffrage and that of participating in sports. The second of these seems at least as important as the first.
>
> GLENNA COLLETT

The outdoor girl has made possible this new and interesting journalistic career. There were women who wrote on sports before the present era of star tennis players, swimmers, and golfers, but they were few and far between.

Opportunities.—Now that women have definitely established themselves in many branches of outdoor sports, many newspapers have women regularly attached to their sports departments. Women may cover all the sports activities of women, or they may be employed as special writers to cover only one branch. In the latter work, they would cover events in which both men and women participate. In California, where outdoor sports may be indulged in the year around, the various branches such as golf, swimming, tennis, etc., are important enough to justify a newspaper employing a special writer for each. There have been a few instances of women covering major baseball games and accompanying the home team of their city when it travels around the circuit.

Newspapers do not afford the only opportunities for the woman sports writer. There are many magazines to which she may contribute special articles, those devoted both to sports in general and to different branches of sports.

Women are better qualified to cover women's sports than men because they understand feminine psychology; if they are sportswomen themselves (and it is most essential that they be) they are posted on the particular rules which vary from the rules of men's games and are constantly changing; they understand the physiological basis of many of these variations from rules prevailing in men's sports such as those which demand shorter periods of play and longer rests, etc.

How to Get a Start.—It may be necessary "to sell" the sports editor or city editor the idea of attaching a woman writer to the sports staff. This will not be difficult if she proposes to cover women's sports only, but it is more difficult for a woman to persuade a man that she is able to handle the men's as well as the women's side of one branch of sport. She can however point to successful work of this kind by women on other newspapers as proof of women's ability.

It would be advisable for a girl ambitious to write women's sports to bring in news she has covered that the paper has overlooked. Thus she can convince the sports editor of her ability to write and of the need of the services of a woman writer. At first she would doubtless work on space rates which generally vary from three dollars to ten dollars a column. The college girl has a splendid opportunity to work into a permanent position by covering women's sports for the newspaper in town or in the largest near-by city. If she made good, she would, no doubt, be taken on in the summer when she would cover women's sports for the entire city.

Preparation.—College girls can best fit themselves for a career as sports experts by taking a physical education course and by participation in as many branches of women's sports as possible. Preparation in college however is not essential. Any girl who takes an intelligent interest in

sports and who carefully follows the branches in which she is interested can prepare herself for a place in the sports department of almost any newspaper.

Sports writers must know what they are writing about. Before attempting to cover any branch of sport, they must be fortified with a knowledge of the history of the game, of the performances of outstanding stars, past and present, and of the politics of the game. There is a great deal of politics connected with professional baseball and with tennis and golf in the amateur field.

Qualifications.—The writer should be at least fairly accomplished in various branches of sport and above all should enjoy watching sport events. She must be what is known as a "good mixer," for in her work, she will meet many different types of men and women and will be dependent upon them for news and information.

Essentials for Sports Writing.—The sports article must be accurate in giving names, titles, etc., and must give the most important facts in the briefest space. It must show complete knowledge of the game and familiarity with its terminology, both technical and slang. Every sport has its own standard terminology which does not change. The familiar slang of every game often varies from season to season and those who use it must keep up to date if they desire to remain in the good graces of the "fans" for whom they write.

Subjects and Sources of News.—Among the sports that offer subjects to women writers are golf, tennis, kitten ball, diamond ball, basket ball, swimming, bowling, volley ball, hockey, skating, archery, horseshoe throwing, rifle shooting, canoeing, track, and baseball. Colleges formerly led in the variety of sports offered to girls, but in many cities now, high school and employed girls are diversifying their sports programs to include practically all of those offered under college supervision.

Beside college girls' sports, the woman covering all women's sports for her paper may be expected to cover the activities of the various independent leagues; those supervised by municipal playground authorities and those sponsored by large industrial and commercial firms. Some writers have begun their career on the newspaper by organizing leagues, recruiting players, keeping averages, and, by publicity, assuring the success of such enterprises.

It is quite likely too that the woman writer will cover the activities of women members of country clubs, where city, state, and national tournaments are often held.

In the height of the season, it is impossible to attend all of the events scheduled and she often depends upon a referee for results. Getting advance stories of events, which she must secure from officials, from clubs, and from organizations as well as from the players themselves, occupies as much of her time as the actual covering of events.

Kinds of Sports Stories.—There are four generally recognized types of sports stories: (1) advance stories; (2) reports of events; (3) analyses or "dope" stories; (4) feature stories.

The Advance Story.—The advance story is an announcement of a coming event, containing names of players or competitors, time, place, and any other necessary data. It may go into more detail and give facts about the players, forecast the outcome and the effect upon future events. Following is a typical advance story:

GIRLS STAGE TRACK MEET

Junior girls of Minneapolis will keep the cinder paths and hurdles of the various parks busy next week in preparation for the city wide girls' track meet to be staged Aug. 3 at 2 P.M. at the North Commons field. Arrangements are being made by Mrs. A. Dietz, in charge of junior park recreations.

The four girls having the highest athletic record

in their respective parks will be chosen as representatives to the track meet. It is expected that this year's meet will attract more interest and end with more success than those of former years.

Last year's stars were Betty Hankins and Eleanor Tylander from Fair Oaks Park. These girls are expected to meet with keen opposition next week from the newer aspirants.

Events for girls in the 100-pound and under class are: Fifty yard dash, standing broad jump, diamond ball throw for distance, 200-yard shuttle relay race.

Girls in the 100-pound and over class will participate in the following events: Fifty-yard dash; hop, step and jump race; 8-pound shot put; 200-yard shuttle relay.

Minneapolis Journal

Report of Events.—The report of a sport event usually contains a summary lead, giving place, time, and names of players, and may play up some feature in addition to the score, such as the weather, condition of field, reaction on crowd, size of crowd, cause of victory or defeat, character of playing, stellar performance of players, etc. The body of the story contains a brief running account of the game, touching on the important points only. Tabulated results, line-up, etc., are placed at the end. Following is an example:

JUNIOR STARS SHOW CLASS IN PARK NET PLAY

By Blanche K. Asbaugh

The Golden Gate Junior Tennis Club's handicap doubles tournament that is being played at Golden Gate Park, has resulted in the best tennis that has been on the park courts for many months.

The best match was staged yesterday when Scott Stewart and Arthur McDougall defeated Bobby Seller and John Wheatley, 6-4, 6-4. The winners were at owe 30 3-6 and the losers at owe 40 3-6.

McDougall starred in the play and seldom if ever has he played to better advantage. He met the

high bounding serves of his opponents with a perfect forehand drive, and it seemed as if he just could not miss. He is 15 years old and he will be a feature in junior tennis in the next few years if he continues at the rate he is doing. With Stewart, rated as the best of the regular juniors, the team should be strong contenders for the junior doubles titles. Summary:

Upper half, first round—Bobby Seller-John Wheatley (owe 40 3-6) d. Carvel Craig-George Hirschfeld.

Seaton Bian-John Gantner (owe 15) d. William Reed-Herbert Fishbeck (owe 15) 6-3, 6-4.

Second round—Wilson O'Brien-William Thompson (owe 3-6) d. Herbert Knudsen-Scott Webster (owe 6-0, 6-4).

Scott Stewart-Arthur McDougall (owe 3 3-6) d. Bobby Seller-John Wheatley (owe 40 3-6) 6-4, 6-4.

Seaton Bian-John Gantner (owe 15) d. Bobby Forbes-George Haas (owe 15) 6-4, 1-6, 6-1.

Lower half, second round—Ray Gunther-Bob Altfield (owe 3-6) d. Charles R. Hunt-Ira Swain (plus 15 3-6) default.

Semi-finals—William McBurney-Joel Geddes (plus 3-6) d. Ray Gunther-Bob Altfeld (owe 3-6) 4-6, 6-3, 6-3.

Dan Ostrom-Maurice Powers (plus 3-6) d. Sam Smith-George Finnegan (owe 3-6) 9-7, 5-7, 6-4.

Finals—McBurney-Geddes (plus 3-6) d. Ostrom-Powers (plus 3-6), 3-6, 6-1, 6-2.

San Francisco Chronicle

Analysis.—The analysis sports article simply reviews the work of an individual player or a team, or analyzes a past event:

WOMEN WIN TITLES, THEN IGNORE THEM

By Fayette Krum

Glenna Collett and Ruth Shults are proving the old platitude—"after they get what they want they don't want it." Both of these girls aspired for some time to win certain golf titles and now that they have attained them they don't give a hang for them—in fact, they won't even defend them this year.

Miss Collett won the 1924 eastern and the north

and south championships. This month when the annual north and south event was held at Pinehurst she was busy getting ready to go abroad so that she didn't appear at Pinehurst and Mrs. Melvin Jones, our city champion, finally won the title which Miss Collett ignored. The eastern star now has gone to England and the entry lists for the eastern championship on June 8 will not include her name. Of course many of the ambitious eastern golfers think this is mighty generous of her and are not particularly grieved.

So it is with Ruth Shults. In 1923 she held the Cook county open title. She lost this last year to Mrs. Ralph Smalley, but won the two other titles offered by the Illinois Women's Public Park Golf association—the state and city championships. Now she has said she will defend neither crown. Her mother was afraid she had lost interest in the game, but Ruth says no, that she loves golf and has already started to play this year.

She is not a particularly bloodthirsty player, however, and the public parks events are getting to be rather sanguinary affairs. Her large following at her home club will be glad to know that she is not going to desert Jackson park and expects to play there as often as at the Edgewood Country club, of which she is also a member.

Mrs. Ralph Smalley expects to defend her Cook county title this year, and the field of competition is expected to be a formidable one. Mrs. Jay Cassriel, whose first tournament experience came last year in the Cook county event, has got over the nervousness which attended the final round in her initial competition, and Ruth Shults, who played her later in the city championship, says the newcomer gave her the hardest match of the season. Mrs. E. T. O'Conor has been taking lessons all winter and rumors are going around that her game of last year, which garnered not a few honors, is vastly improved.

Chicago Daily News

Feature Story.—The feature story has no "spot" news value and is to be found chiefly in Sunday sports sections.

amplified form, it is suitable for sports magazines. The oman sports writer may find plenty of features on her run" if she keeps her eyes open, such as stories about the dest and youngest members of a team; hobbies of players nd champions; what their regular occupations are; their nbitions; interviews with champions; histories of teams, specially of independently organized teams, etc.

THREE YEARS OLD AND CAN SWIM FOR A LOLLYPOP

By MARGARET

The city's baby mermaid is Margaret Brown. Three years old—three years and five months, to be exact—she is the youngest swimmer of the Young Women's Christian Association pool.

Margaret's mother is Mrs. J. T. Brown, 213 E. North avenue. Three weeks ago her bright youngster persuaded her to take her to Charlotte Beehler, "Y" swimming coach. She wanted to learn how to swim just like her mother did. Today, though an almost unbelievable fact, Margaret does swim. Her strokes are weak yet. But Miss Beehler says very promising, indeed.

Margaret discovered that it is as easy to swim as to walk. One day, before she was quite used to stretching free in the water, Miss Beehler coaxed her to paddle, dog-fashion, across the width of the pool. At the further end she placed a lollypop. Margaret forgot all about her fears and wanted that lollypop. She got it.

"Do you like the water?" her friends asked her right after a nice cold plunge. "U-m-m-m," Margaret answered bashfully. She doesn't like to talk much. But she certainly can smile.

"I've never taught a child yet who was so unafraid of the water as Margaret Brown. She is a born swimmer. Swimming will always come easy to her because she is wonderfully built for it and her body floats easily," Miss Beehler says of her charge.

"As young as she is, can you imagine what she

aims to do? Participate in my March swimming exhibition. If her mother permits her to train with me through the winter, Margaret will be able to compete in that meet."

Baltimore Evening Sun

Exercises

1. Practice may be obtained by covering intramural events and meets in which the college competes with other institutions.

2. Write a feature story on an aquatic meet.

3. Find out in what colleges volley ball and ice hockey are major sports for girls and write a feature for a magazine.

4. Write a story on the development of sports for high school girls, featuring basketball and volley ball.

5. Get a story from a well-known doctor telling what sports are doing for the physical well-being of women and girls.

6. Write a story of a regular golf tourney for women such as are held several times a season in every country club.

7. Draw on your imagination and cover a hypothetical tennis match, featuring the début of a sensational young girl tennis player defeating a more mature star.

8. Interview an old-time family doctor on the modern sports-loving girl. Give his opinion in an article, no matter what position he takes, as to the desirability of more or less violent outdoor sports for girls and women.

9. If possible find some girl or woman who has taken up sports to reduce; interview her as to results, etc.

10. Some metropolitan newspaper might be interested in an occasional feature of a young college girl who stars as a swimmer, long distance jumper, or in some sport such as hockey, volley ball, basket ball, baseball, archery, tennis, etc. Each member of the class may get at least one such feature with a picture for a series.

Additional Reading

Bleyer, W. G.—*Newspaper Writing and Editing*, pp. 180-191; *Types of News Writing*, pp. 200-220. (Houghton Mifflin Company, Boston.)

HARRINGTON, H. F., and FRANKENBERG, T. T.—*Essentials in Journalism*, pp. 169-178. (Ginn and Company, Boston.)

HYDE, G. M.—*Newspaper Reporting and Correspondence*, Chap. xiv; *Handbook for Newspaper Workers*. (D. Appleton & Co., New York.)

SPENCER, M. L.—*News Writing*, Chap. xvi. (D. C. Heath & Co., New York.)

CHAPTER XIII

THE WOMAN'S PAGE EDITOR

> If our newspaper pleases the women, the men don't count.
>
> JASON ROGERS

Many newspapers devote one or two pages to material o special interest to women readers. The task of supervisin these pages belongs, therefore, to the woman's page editor

Opportunities.—Before the importance of women' social and club activities was recognized by newspape editors, the woman editor, beside keeping an eye on woman-interest features, supervised these two departments. Now that they necessitate the full time of reporters who work under the city editor, her work on large city newspapers no longer embraces these departments. The availability of syndicate material that interests women by national authorities on such topics as home economics, child training, and interior decorating, has also lessened the opportunities for the woman's page editor who formerly created much of the material for the page. Besides a variety of individual features, newspapers may purchase entire woman's pages so that the presence of a woman's page in the newspaper does not imply the presence of a woman's page editor on the staff.

However, not all newspapers use syndicate features exclusively, and even newspapers which are purchasers of a quantity of these features require the services of a woman to judge of the worth of material offered, to edit the page and make it up. Afternoon, rather than morning papers offer greater opportunities because women are supposed to

ave more leisure to read the afternoon paper, and con-
equently the latter specialize in women's pages.

Editing a woman's page is good training for magazine
ditorship. Sophie Kerr Underwood, novelist, came to her
ask as editor of the *Woman's Home Companion* with ex-
erience as woman's editor of a newspaper. It may lead
o syndicate writing for women, as it did in the case of
Dorothy Dix (Mrs. E. M. Gilmer) well-known newspaper
nentor, at one time editor of the woman's department of the
New Orleans Picayune, or to specialized writing on sub-
ects of interest to women, as with Mrs. Raleigh Hansl
Eva Elise Vom Baur) who formerly edited the woman's
age of the *New York Sun.*[1]

How to Get a Start.—Experience on a small daily paper
n which she may have to conduct the club and society de-
artments would be a logical beginning for work of this
ind. In such work, she will have opportunity to do some
riginal writing perhaps or inaugurate new features. On
large city newspaper, apprenticeship is generally served in
ome other newspaper work on the paper, possibly in society
r club writing. Almost any newspaper work should be
elcomed by the woman who aspires to edit the woman's
age, for it would not be difficult to earn an editor's title
nce she has convinced the managing editor that she has ideas
or this department of the paper. The salary would vary
reatly, depending upon experience and the size of the
aper, but an average estimate of the worth of such work
n the newspaper would be from $20 to $50 dollars a week.

Preparation.—Since the rule prevails in most colleges
at students must "major," that is, acquire a thorough

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[1] For an autobiographical account of the work of a woman's page
litor by a well-known woman writer, the reader is referred to
Woman of Fifty, by Rheta Childe Dorr, who at one time in her
ried and interesting career, edited the woman's page of the *New
ork Evening Post.*

grounding in at least one subject rather than acquire only a smattering of knowledge in several, the college girl who wants a position as an editor cannot hope to take all the courses she would find stimulating in this work, unless she goes to college in summer or carries many extra subjects. There is no doubt that ideal preparation would include such a diversity of subjects as home economics, in which she would learn about foods, household management, care of children; all of the so-called liberal arts subjects such as history, psychology, sociology, and literature, and such journalism courses as reporting, editing, and special feature articles. But since she cannot crowd all of these into her curriculum, she should choose those in which she is most interested and trust to her training in research methods to enable her to get enough of a grasp of the others to serve her purposes.

She should learn as much about all phases of newspaper making as possible and she can acquire all-around knowledge in the business office of the newspaper or on her college or even high school paper.

A college girl writing in the *Independent*[2] answers the question as to whether a college girl without practical home experience can edit a woman's page.

After graduation, she decided to go into journalism and hearing that the woman editor of the newspaper had resigned, she applied to the managing editor of the paper for the position.

"What do you know about housekeeping? You aren't a housekeeper," was his answer.

"A woman's page ought to be for all women," she said. "*All* women are not housekeepers and *no* woman ought to be merely a housekeeper. Most housekeepers are interested in other things beside housekeeping, fortunately, and I want to write for them about those things."

[2] Vol. 73, 1912, p. 486.

She was given the job for one month and stayed eighteen. he has summed up in the following three ways the value f her college training for this work:

1. Accustomed her to regular hours for work and punc-ality in completing the work.
2. Developed the academic habit of doing a certain amount f investigating every day. While she may not have known rst hand about housekeeping, she had learned to find out from ose who did.
3. Lent variety to her page because the varied interests in fe she had cultivated, were reflected in what she gave her aders.

Qualifications.—The editor of a woman's page should a good reporter and along with this "newspaper instinct" it is called, should go the qualities of a good editor who nderstands how to edit and "play up" copy, that is, write e heads and display it to the best advantage. She should a girl or woman with broad interests and have a grasp business woman problems as well as of home problems, r her page will be read by all classes of women.

Her Work.—There is no sharply defined position for a oman's page editor, for her duties and responsibilities vary th every publication. They vary, too, with the interest r chief takes in the page. He may advise her as to the orth and appeal of syndicate material and act upon her vice; he may buy it without consulting her, so that the ge represents his ideal of a woman's page and not hers. fact the words "woman's page" on many papers constitute nisnomer, for such pages are, in reality, "men's pages," so le do women editors have to say about what goes on them. nerally speaking on a metropolitan newspaper, her work l consist of editing the syndicate material which comes to in proof form; writing the heads for it and making up page in the composing room—that is, directing the nter as to arrangement of material. If she writes little

or no original copy, she will do this along with other worl on the paper.

A Unique Service.—The *Chicago Daily News* has lon been known for its many woman-interest and home features Victor Lawson, the late publisher of this nationally know evening paper, believed strongly in this outstanding servic to women, which has been a leading factor in building u his paper's enormous circulation.

Magazine Influence.—Nearly every feature found on woman's page in a newspaper today, especially those offer ing a service to the reader, such as advice columns, house keeping institutes, shopping services, etc., originated wit women's magazines. The newspaper editor has simpl "borrowed" the idea and changed it, of course, to suit th needs of a daily publication.

Value.—One must face the "brute" fact that the woman' page is a bid for the advertiser's patronage, both the loca department store advertiser and the national advertiser o feminine products. Knowing that it is the women who buy the writer of advertising copy today adroitly directs hi appeal to women, so the newspaper, therefore, that can clai the greatest number of women readers is bound to get th greatest amount of advertising patronage.

This is emphasized by Dorothy Dix who told journalisn students at New York University:[3]

> Women spend the money of the world. Except for his vice and his outside clothes, the average man does not handle penny of the money he earns. His wife spends it. She buy the groceries, the furniture, the piano, the jewelry—everythin that is advertised in the newspapers and the advertisers o course support the paper. Therefore, surprising as it ma seem to the uninitiated, it is the women readers and not th men who are considered first in the make-up of a paper.

[3] See *Business Writing* in the series "Language for Men of Af fairs," edited by James Melvin Lee, p. 380.

It is interesting to recall that out of one of the greatest ruggles for advertising supremacy that the newspaper orld has witnessed, that between the *New York Journal* William Randolph Hearst and the *New York World* of seph Pulitzer in the nineties,[4] resulting in an era of ellow journalism," there came some of the best known omen special writers—Winifred Black (Annie Laurie) ho wrote the first "sob" stories and conducted one of the rliest newspaper lovelorn columns, Dorothy Dix, and Ella heeler Wilcox, the poet. The fact that these women ecial writers have continued to grow and flourish and spire countless imitators today is more than justification the commercial need of their origin.[5]

Importance of an Ideal.—Whether the woman's page itor will ever come into her own is a question, so comicated are many phases of newspaper making with probns of advertising and circulation that men editors have ng handled. She can, however, work toward a position of fluence in the future, through *research work* to determine hat women want to read and through the possession of an *eal.* Many woman's pages are a disappointment to the st class of women readers. In too many instances they e simply a hodgepodge of "rations, fashions, and pasons" according to W. L. George, English novelist and iter for woman's pages. The choice of subject matter ows no idea for serving the most important needs of omen readers, no definite constructive policy to make the ge of benefit to them and it is probably this lack that is

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See series of articles on "The American Newspaper" by Will vin in *Collier's,* beginning January 21, through July 29, 1911.

That this same feminizing process was going on in England is vious from an article in the *Saturday Review* of 1903, in which the iter, fulminating against the preponderance of subject matter of erest to women, in the *Daily Mail* (whose owner later became the e Lord Northcliffe), querulously asked if an effort were being de to inflict a daily female upon the public as well as a *Daily Mail!*

responsible for their inadequacy. Even men editors admi their shortcomings. Said Mr. Samuel T. Hughes, forme editor of the Newspaper Enterprise Association whicl supplies many newspapers with their woman-interes features:[6]

> Some of us print a woman's department and think we have done a bushel. We have done nothing at all worth mentioning. In my opinion, a woman's department is little short o an insult to the very best and most valuable class of readers a newspaper has.

Perhaps an ideal for a woman's page can be described as composite rather than single—to give women readers material that will instruct them in home-making, inspire them stimulate them intellectually, and to some extent satisfy their spiritual needs.

Content.—While no two editors would agree upon an ideal selection for a woman's page, the following suggestions may serve as guideposts to the inexperienced editor at least. Authoritative material on foods, market news, suggestions for efficiency, budgeting, fashion news, and features on interior decorating should be included in the guidance offered for the conduct of home-making. News of merchandise in stores and specialty shops which shopper departments carry, should also find a place in this "trade paper" for the home.

To inspire women there should be occasional stories of successful business women or women who are doing unusual things in the community or in the political field. Of the array of features in the syndicate market that emphasize the educational phase of the woman's page may be mentioned the citizenship feature, the child training feature, those on care of babies or "babyology," health and scientific beauty features. The uplift note may be sounded by the best homiletic writing.

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[6] *Fourth Estate*, December 25, 1920.

The following,[7] taken from an address by Mrs. Florence iddick Boys, first woman to syndicate an entire woman's ge, may serve as a creed for both woman's page editor d writer:

If I were to presume to advise other woman's page editors, should say: Live, be rich in common experience; know, love d help people; know Mother Goose, Alice in Wonderland, sop's Fables, Grimm's Fairy Tales, mythology and the Bible r allusions. Know housekeeping, children, clubs, women. rite of the experiences of life, the more the better. Do t strain, but write as you talk, as neighbors chat over the ck fence, but usefully as you would advise your younger sister. The copy can be scholarly, something educated women will joy, worthwhile thoughts and news from which all women n learn something, above commonplaceness and the frivolous d wishy-washy. People enjoy a certain amount of solid read- g matter, if interestingly put. Do not be afraid to write for ellectual women.

The reading should be interesting, homey, strong, human, eery and decent. Pessimism, the seamy side, cynicism and te are taboo. Do not use jokes which have a sting or reflect womankind, as the mother-in-law joke or those implying that men talk too much. Avoid preachy matter, propaganda, angling, low grade drivel, "heart problems," love triangles, litical arguments and extremism, hobbies and fads.

I like to picture the home at the close of the day. The woman the house is tired, heavy, sodden perhaps as I have often en. The evening paper comes. She reads, is strengthened d gets up singing as she sets the tea on the table and calls family to supper. Let your writing be as if the sun burst and shone into the house on a cloudy day.

Research Work.—Whether her page carries syndicate tures almost exclusively or presents local or original tures, the woman's page editor, by research work, may termine what women want to read and can therefore ablish a worth-while policy for her page. This work, to

"Women and the Newspaper," the *University of Missouri Bulletin,* rnalism Series, No. 20.

be valuable, must of course be carried on among women of all classes.

To discover what women read in newspapers and whether men editors were on the right track in selecting women's features, Ruby A. Black did this type of research work for the *Wisconsin State Journal,* Madison, Wisconsin. The results were set forth in the *National Printer Journalist* (February, 1925). Following were some of the suggestions for news and special features gleaned from women readers:

A citizenship column for men and women

A symposium of what women are doing in other sections of the country which is of the same nature as the work of Madison's women's clubs

Obituaries in a regular column instead of scattered

More ambitious and authoritative articles of exposition and comment on current issues

Articles on the food and clothing problems of business and industrial women

More health and beauty articles by well recognized scientific writers

Brief, thoroughly reliable, absolutely unprejudiced descriptions of the motion pictures shown in the city, similar to *Life's* movie reviews

News about books

Fashions

Political stories that are interesting, non-partisan, and indicative of the connection between politics and the home

More school and educational news

Stories of the younger men and women achieving unusual things in addition to the stories of the more notable ones

Make-up.—Examination of a number of newspapers reveals wide dissimilarity in general arrangement and make-up of what is known as its "woman's stuff." Syndicate features on a wide range of subjects, society and club news are often scattered over two pages; the woman's page on smaller newspapers frequently means the page on which the club and society news, a chapter of a married-life serial and one

Clothes for the Children .·. Tested Recipes .·. Advice to the Business Girl

Overdoing It

By Ruth Brewster.

Athletic Tendencies and Old Fashioned Styles for Children Were Never Congenial—But Watch the Modern Advocate of Freedom!

Zoe Beckley's Corner.

Fashion Notes.

The Bub on the Evening

Selected Recipes.

A LAST MINUTE FROCK.

By Mrs. Jean Park.

We Women.

By Betty Brewster.

THE FOURTH OF JULY

The Legend of the Marigold.

'Office Kinks.

My Neighbor Says:

DAILY STITCHES by Wilhelmina Stitch.

Beauty.

Kitchen Helps.

Equal Rights.

The Old Gardener Says:

THE SANDMAN'S BEDTIME STORY

Suzanne.

THIS REPRODUCTION OF A WOMAN'S PAGE FROM THE "NEW YORK TELEGRAM AND EVENING MAIL" SHOWS THE MAKE-UP POSSIBILITIES WHEN THERE ARE NO ADVERTISEMENTS ON THE PAGE

or two miscellaneous features, such as the horoscope, homily, and pattern service, etc., are placed. On large, well-edited metropolitan newspapers, the woman's page is given over entirely to material for the home and business woman and there is no current news upon it. This is an ideal arrangement.

There is a tendency today on many leading newspapers to abandon the seven or eight column line across the top of the woman's page, known as "streamer," "banner," or "binder" line. For women, this doing away with another "discrimination" against their sex, is a greater tribute to their intelligence and a more definite recognition of their equality with men in such intellectual pursuits as reading the newspaper, than was the dedication of a page to them in the first place.

If the seven or eight column line is still adhered to, it can at least be made dignified, descriptive, and comprehensive. Perhaps the best way to tell what makes a good label, is to tell what does not. The following are examples of the latter, all taken from metropolitan newspapers:

Bright, Breezy Bits of News: Features for Women Readers.

News, Fads, and Fancies for Busy Chronicle Readers.

Society: Wedding Dates: Débutante Notes: Dinners: Clubs.

News of Social Incidents and Women's Varying Activities.

Society: Weddings: Engagements: Travel News: Teas: Clubs.

It can be seen that each of these lines is simply a jumble of words, that these words repeat each other and that they do not dignify the material beneath them. One has the impression, too, that a man editor wrote them without looking at this material and that his aim was chiefly to get the correct number of units to fill the page.

The editor may vary the subject matter from day to day and cover the range of worth-while subjects by using a feature on the same general subject only twice or three times a week. Even with different subject matter it is often a problem to give the page variety and individuality, because so many of the features are standardized. Following are some of the ways in which both may be secured:

1. Rewriting the syndicate matter from a local angle, whenever possible. Some editors do this more than others. Having purchased material they are at liberty to use it as they see fit, providing of course that they do not take liberties with copyright laws. It is not permissible for editors to rewrite a copyrighted feature and print it with the name of the original writer. But they may use their purchased material for a text for a local story or they may rewrite it and quote a local authority as saying substantially what the syndicate writer has said.

2. Varying the "stock heads," so-called in distinction to "news heads." Typical of stock heads are "The Home-Maker," "Beauty Advice." These heads may be changed in size, that is made two columns if they have been one column in width or put in "boxes." The subject matter, too, may be set in different form from time to time—in single or double column width, indented on both sides, that is, the type matter begun at a specified distance inward from the margin. Or an occasional salient paragraph may be set in bold face type.

3. Using many illustrations. While illustrations should have an element of timeliness, it can safely be said that 80 per cent of the function of pictures in daily newspapers is to "dress" the page.

The woman's page editor, like the woman editor of a magazine, must keep one step ahead of her readers. She must anticipate their intellectual, political, and business interests. She can do this by wide reading and observation,

thus keeping herself informed of the subjects that are soon going to be discussed at club meetings, at social affairs, and wherever women of her city gather.

Exercises

1. Write three seven column lines for a woman's page, containing respectively 40, 50, 60 units (letters and space between letters). Have one cover society news.

2. Clip a number of woman-interest features from women's pages, without the heads. Rearrange on another newspaper page of same size, indicating your own ideas of make-up, writing the heads and the seven or eight column line to go across the entire page. Make a list or schedule of these.

3. Interview at least six representative types of women who read the woman's page—a maid, laundress, college girl, home woman, business woman, club woman, and find out what they like best on the average page and why. Make a complete report on this.

4. Make up what you consider an ideal woman's page, limiting yourself to six features.

Additional Reading

Clarke, Ida Clyde—*Uncle Sam Needs a Wife.* (John C. Winston Publishing Company, Philadelphia.)

Dorr, Rheta Childe.—*A Woman of Fifty.* (Funk & Wagnalls Company, New York.)

Keeley, James.—*Newspaper Work;* An address, delivered before the students in the course of journalism at Notre Dame University, November 26, 1912. (Issued by author.)

Rogers, Jason.—*Newspaper Building.* (Harper & Brothers, New York.)

CHAPTER XIV

THE CHILDREN'S PAGE EDITOR

> The supremely difficult art of writing for children requires the power of mixing good sense with good nonsense.
>
> HENRY ASQUITH

If love of children and honest enjoyment of their society are brought to the task of editing the children's page or department, it will not be difficult to fulfill one of its purposes —to make the children readers of today, the subscribers of tomorrow.

Opportunities.—Some newspapers have a daily or triweekly children's department which may be purchased "in toto" from a syndicate or be the work of a staff editor. Other papers have a weekly page or supplement which appears in the Sunday or Saturday night edition. A few progressive newspapers in an effort to keep their hold on children and to make them subscribers for life, so to speak, have departments not only for children from five to twelve years of age, but in-between or junior departments. Probably the average children's page is intended for children from about six to fourteen years.

Many farm and household magazines also have children's pages or departments which offer an ideal opportunity for a woman editor. Work on a newspaper might lead to responsible editorship of a children's magazine, or possibly to publishing such a magazine. It would be good training for the work of editor of a syndicate which specialized in children's pages and features or was devoted entirely to such material. There are a few such syndicates.

Success in editing or writing for children's pages might open up opportunities for writing advertising copy that will appeal to children. Such advertising copy should be prepared for an advertising agency or a department store. Most department stores pay well for ideas for copy at certain seasons of the year when they are selling children's merchandise—in the fall before school begins and at Christmas time. Some stores give away children's magazines, published for this kind of distribution, and circulating only among patrons of the store. The editors of such magazines sell them outright to department stores and give them the right to put their names prominently on the cover so they appear to be the store's magazines.

How to Get a Start.—Since many community papers are adding pages or departments of interest to younger readers, the girl ambitious to edit junior publications might apply for work on such a paper, or even suggest to the editor that she start such a department, if the paper does not maintain one. She might of course have to conduct it along with other work on the paper.

Such a department should carry news about the athletic and social activities of the schools, as well as about young people's organizations like Boy and Girl Scouts, Campfire Girls, etc. Interest in the page may be stirred up from time to time by contests. A well-conducted page of this type should guide young people of the community into social usefulness by definitely recognizing their activities, at the same time that it cements their loyalty to the paper.

Many city papers also have school pages which appear weekly or oftener. City papers are more and more requiring the services of special writers, qualified to cover school subjects not only from a news standpoint but from a more technical angle which presupposes some knowledge of educational methods and theories. This might prove a career in itself, as well as being excellent preparation for editing

children's publications. There is a wide field for authoritative articles of educational nature and the work mentioned above would put the writer in touch with excellent subjects.

Success in writing interesting, worth-while material for children may provide the opening for a position on a city newspaper, a magazine, or syndicate, although rewards at first may be negligible. Newspapers will seldom, if ever, pay for contributions to their children's page, since it is supplied by a staff editor or a syndicate, but it would do no harm for the prospective editor to submit writings, for by this means she may become acquainted with the editor and put herself in line for a position should a vacancy occur. Above all she should be on the watch for a newspaper to which she might sell the *idea* of adding a children's department.

Magazines do pay for contributions, but the rate is not high and the amount of material accepted is out of all proportion to that written and hopefully sent out by ambitious writers. Some children's magazines buy no material in the outside market, so the writer should study the content of magazine departments and magazines before submitting anything, in order to determine the likelihood of its sale. It is an excellent plan to write to the editor of any magazine for one of its printed requirement slips which will describe briefly and clearly the type of contributions wanted. This is especially important for children's magazines, as there are many "taboos" to be observed in writing suitable matter for juvenile readers.

She should heed the same advice in writing material for syndicates. Needs of the latter are specialized. Thus one syndicate is often in the market for what another would not find acceptable. Likewise syndicates use certain features and certain types of material one year and abandon them the next, so it is necessary to keep up to date with their needs by studying what they put forth. Often syndicate

editors have pressing needs for material for a series which they have started, and will gladly explain their requirements to any one asking about them. It is a good idea, too, to submit a list of ideas to a syndicate before starting work upon them.

CHILD LIFE

Manuscript Needs

CHILD LIFE is in the market for wholesome interesting stories of plot and action. We do not publish stories that emphasize fear, hatred, disease, tragedy or cruelty. Nor do we care for stories that feature the extremely grotesque or that feature adult experiences—such as courtship, marriage, etc.

Our greatest need is for simple *interesting* nursery stories (from 400 to 800 words long) and for 800 to 1600 word realistic stories that appeal to girls and boys from eight to twelve years of age. We seldom need fairy tales or verse. A copy of the magazine shows you our departmental needs.

ROSE WALDO, *Editor*

The above is a typical requirement slip.

Preparation.—The old idea that any one could write for children has disappeared along with the idea that our grandmothers were the best cooks. Material in leading children's magazines keeps pace with the new educational theories and is put out only after careful scrutiny by educational leaders, a few of whom have the title "supervising editor." This is bound to have its effect upon children's pages in newspapers. The most complete preparation for responsible editorship would be a course in a college of education. The theory and method of teaching would not be utilized, but the writer would acquire a good background in the study of educational psychology, mental development, and other valuable

subjects. A kindergarten course would be the quickest preparation.

There is a variety of writing courses from which to choose. Those in narration and description will develop technic and style and with these as a foundation, she may take a course in short-story writing in which she might be allowed to specialize in children's story writing. As her work requires knowledge of editing, she may acquire this "on the job" or in a course in journalism.

Many writers "try out" not only their ideas for children's writing but the style in which they are expressed upon children of the age for whom they are writing. Their reaction is more truthful and more satisfactory than the polite criticism of adults, for children will tell truthfully whether the writer is shooting over or under their heads.

Qualifications.—Whether writer or editor, the important requisites, as we have suggested, are love of children and enjoyment of their society. This presupposes that rare faculty of entering their fancies and finding the level of their interests, their thoughts, their dreams, so it is an instinctive thing with her to know just what they want to read about. The girl who can hold an audience of children in kindergarten enrapt with an original story should prove successful in editing children's pages and contributing to them.

Her Work.—This depends upon the type of department or page she conducts, the amount of original writing she does for it and the degree to which it is "personalized." If it is made up largely of syndicate features, the task of assembling them, editing them and playing them up with suitable heads will not be difficult and may be carried on with other newspaper duties or as part-time work. Some kindergarten teachers and librarians in charge of children's departments do this part-time newspaper work. On the other hand if the page carries many local features such as clubs

and contests, and the editor writes many of the stories and articles appearing on it, her work may well take full time. There are obvious advantages in creating original matter for the page, because the editor may syndicate it and build up a profitable little business of her own. She is in a position to secure proofs to send out as samples and to supply clients who may subscribe to her service, by arranging with the foreman of the composing room to make as many proofs as she desires from the printed matter that goes into her page.

Building Circulation.—To win as many children readers as possible—this should be one of the aims of the children's page editor and it need not interfere with any less commercial deal she may have for her page. In fact her success in getting children readers who will want their parents to subscribe for the paper, will attest to the worth and interest of the page and indirectly, perhaps, to her personality and originality.

"Personalizing" the page is one way of getting readers. The majority of children are more interested in the page which has a sympathetic personality behind it, than in the impersonal page. To suggest this personality she may display her name prominently across the top of the page or in one corner; she may write an occasional editorial in the form of a direct, personal message; she will make all announcements of contests, etc., over her name. If she has time, she may encourage personal correspondence and thus perhaps be a real mentor to children.

Getting as many names as possible into the page is another way of widening the circle of readers. Children, it must be remembered, are as much interested in other children's names as in their own. If the department does not carry a club, the editor may invite children to write to her on any subject and print their letters. The club project is a well-tried one for getting names into the page. It may be a "wide open" club which the newspaper sponsors and to

which any child is eligible who writes in that he or she wishes to become a member; it may be consecrated to some ideal, interest or activity and exact some simple requirement like a pledge in which the future member promises to be kind to dumb animals, help Mother Nature protect flowers and plants, or do a good turn every day. If some symbol of membership is given to children, like a button, a pin or a banner, it cements loyalty to the paper and is a good advertisement. By printing birthday lists every day or week, the editor may get in the names of old members of the club and thus keep alive their personal interest in the page.

Contests are also productive of names and interest. Some editors of publications do not, however, approve of them because they detract from the entertainment aspect of the page, in as much as children competing are obliged to do what is equivalent to school work. They also point out that the unfortunate ones in any contest do not retain the pleasantest associations with the page. Consequently there are two sides to the value of the contest feature. Perhaps the hardest task for the children's page editor who makes use of the contest idea, is to think up new and interesting ones from time to time. A complete file of all names which come into the department is kept by the editor who is alert and conscientious.

Typical Departments.—The following suggest a few departments, though some may be a combination of two or even all three, and on practically all of them the club and contest idea is carried out:

1. Juvenile newspapers "written down" to the youthful audience. They may have certain regular departments like sports for boys, sewing and cooking for girls. Syndicates supply whole pages of this type for daily or weekly use.

2. Magazine type of department, devoted largely to entertainment features and fiction. May be supplied entirely by a syndicate or be composed of individual features obtained from various sources.

3. Children's product. This is devoted largely to contribu-
ions of readers in the form of stories, poems, sketches, etc.

Welfare Work.—There is unlimited opportunity for
welfare work on daily newspapers which only a few publica-
ions seem to realize. Entertainments, outdoor contests,
nnual outings, even camps may be promoted. There is no
loubt, too, that much worth-while social service work could
e done and the department could coöperate with the welfare
gencies of the city.

What Should Go on the Page?—Every editor has her
wn ideas as to what constitutes the best material. In a
eneral way she should make her page amusing, interesting,
ducational but not "schooly." The following may be a
uide to the beginner conducting a page for younger
hildren:

1. Will it get a laugh? One of the chief purposes of a
hildren's page is that of amusement, so a good proportion of
aterial should be selected or written to bring joy into child
fe. Jokes, whimsicalities of all kinds, and the many nonsense
eatures on the market take care of this.

2. Will it interest and entertain? High ideals may be incul-
ated, such as those of courage, loyalty, perseverance, fairness,
c., if the story in which they are embodied holds the child's
ttention. Adventure stories, animal stories, and fairy stories
y imparting surprise, a sense of the wonder of life, mystery,
agic, etc., do this.

3. Is it instructional? Every page should contain something
at adds to the child's knowledge of history, science, nature, or
eography. It may be a straight expository article; it may be
the form of biography; it may be a story.

4. Does it develop creative instincts? These come under
o heads: (*a*) instinct to make things, taken care of by much
aterial such as that for making paper furniture, toys, baskets,
ok covers, as well as games, tricks, etc.; (*b*) artistic instinct,
ken care of by material for making paper designs of all kinds,
r painting, paper-cutting, crayon sketching, etc. Most in-
enious features of this kind are available.

5. Does it help in language study? The conductor of the children's page makes a special effort to "impart to the child education through its voluntary activities" as Froebel advises. Creators of anagrams, cross-word puzzles, etc., provide much material of this kind that can be added to give training in language and English.

6. Does it promote health? This subject is growing in importance for the children's page or magazine and many conductors are on the lookout for the best. Clever, arresting features that "get over" health propaganda are none too plentiful, but they are valuable.

What to Avoid.—Subject matter which portrays any of the following has no place in children's reading. The list could be stretched indefinitely in the light of discoveries by psychiatrists:

Fear in any form—of death, people, animals
Cruelty
Hate
Morbid unhappiness
Strange weird animals or persons
Exciting happenings when they occur in stories that should be soothing
Adult experiences such as love between the sexes, courtship, and marriage

Exercises

1. Suggest three ideas for essay contests, one for girls, one for boys, and one for both.

2. Write a health story in parable or in some novel form for small children under six years of age. Accompany this with an idea for a series, giving heading under which it could be run.

3. Suggest three names for a club you could start for boys and girls of the fifth and sixth grades.

4. Suggest a suitable name for a school page you might conduct on a city or community paper.

5. Suggest some suitable contests for young people as a means of arousing interest in this page.

6. Visit a school which uses the school-police system. Write a feature.

7. Write a feature on school libraries suitable for a school page.

8. Get an interview with a school principal and draw out his or her opinion on the subject of putting responsibility on children, its advantages, qualities it develops, etc.

9. Watch for events like the "hobby shows" which Y. M. C. A.'s and Boy Scouts hold from time to time, for feature stories.

Additional Reading

Kready, Laura E.—*A Study of Fairy Tales.* (Houghton Mifflin Company, Boston.)

O'Shea, M. V.—*Mental Development and Education.* (The Macmillan Company, New York.)

Robinson, Mabel L.—*Juvenile Story Writing.* (E. P. Dutton & Company, New York.)

CHAPTER XV

THE WOMAN EDITOR OF A MAGAZINE

> Few people realize the variety of talents required in an editor.
>
> CONDÉ NAST

In the woman's magazine world, we find men replacing women as editors and women replacing men, and this will go on indefinitely. There is a tendency toward more women in executive positions. Perhaps this is because women are fast developing business experience and the all-around qualities needed for such work; perhaps women are gradually disproving the theory that women prefer to work under a man chief.[1]

Opportunities.—Executive positions on a magazine are limited to the comparatively few magazines in the United States. Even staff positions are limited to about two hundred that are really desirable, and vacancies, as one writer points out, "occur only through death, matrimony, and real estate deals."[2]

How to Get a Start.—Women secure these pivotal positions as the result of apprenticeship as associate editor, staff contributor, or even as outside contributor. Office work

[1] It is interesting to recall that three men who became well-known authors, were at one time editors of women's magazines and worked at the same time for a while on their respective publications. They were Edward Bok, of *The Ladies' Home Journal;* Theodore Dreiser, editor of *The Delineator;* and Arnold Bennett, who edited *Woman,* in London and wrote *Journalism for Women,* as a by-product of that experience.

[2] *The Matrix,* January, 1924. Official publication of Theta Sigma Phi, honorary journalistic sorority.

that is not necessarily editorial or reportorial, may provide the route to an editorial desk, as it did in the case of Miss Mary King, first woman Sunday editor of a leading newspaper, who became Sunday editor of the *Chicago Tribune* in 1914. As Miss King buys the original fiction and is in charge of all special parts of the paper, including women's clubs, pictures, and society news, her work is virtually that of a magazine editor. Without a day's experience in active reporting, she learned her business while serving as secretary to Sunday editors who preceded her.

Preparation.—Theoretically a college course would equip an editor with the intellectual attainments her work requires. Practically it does not always achieve this desired end, and there are many who have acquired the equivalent in other ways—by reading, travel, observation, and above all by that innate *desire* for culture and learning which enables them to *choose* the things that enrich their minds and natures. But for the majority, a college education will be found to be the most practical means of opening their minds to opportunities for intellectual growth, but they should look upon their college degree, not as signifying "finis," but, instead, the prelude to a richer intellectual life.

Among the subjects that further what is called a liberal education are biology, history, psychology, and literature and the girl with a magazine editorship in view should include all of these. She will find it to her advantage, too, to take as many courses in journalism as her program permits, specially reporting, editing, editorial writing, special feature articles, and magazine making.

On her college daily or monthly, she will not be content to do the editorial work alone, and leave the business side—both advertising and circulation—to the men. She should try her hand at both. Should she desire to start a magazine of her own or for an organization of women, she will need to know all sides of magazine making.

Too many girls set their faces toward a large city in the hope of achieving the hoped-for career, without securing all their home city offers in the way of valuable experience. A summer vacation or two could be spent most profitably on a community or small-town newspaper, where the tyro could learn actual newspaper making from typesetting and make-up, through news-getting and advertising, to editorial writing. Much of what she learns may seem unnecessary at the time, but if she continues in this work, the value of the mechanical and business side of publishing will soon become apparent to her, and she will find herself utilizing all of her knowledge. The mortality rate among women's magazines, owned and conducted by women, is high, and this may be due to the lack of business training and all-around knowledge of the publishing business on the part of women.

While newspaper experience is not absolutely essential to success as editor of a woman's magazine, for there have been many successful editors who have not been newspaper women, there is no doubt that it provides splendid preparation. The proof of its value at least, lies in the fact that some of the most successful editors of women's magazines were newspaper women. They may not have prepared themselves definitely for their work as editor, but undoubtedly each can look back and see that newspaper work gave them practically all the necessary phases of experience.

Writes Sophie Kerr Underwood, who was woman's editor, music critic, and Sunday editor of the *Pittsburgh Gazette*, before she became editor of the *Woman's Home Companion:*

> I think newspaper work, provided one doesn't stick at it too long, is a good preparation for almost any other sort of work, because it teaches concentration, alertness, attention to detail and by its varied duties and contacts, it gives sound experience in handling difficult situations and meeting all sorts of people, thus diminishing sensitiveness and increasing resourcefulness,

Qualifications.—What makes a good editor? No two persons could agree as to the most essential quality, so these requirements are not listed in the order of their importance.

She should be a good editor—what her name implies literally—and see that all copy or manuscript that goes through her hands is clean, accurate, readable, and fulfills all the requirements of the magazine; she should be a good "captionist" and head writer and know the technic of make-up so as to dress her wares attractively.

She must have artistic taste so that she can unhesitatingly select drawings, cover designs, photographs, "snaps," etc. This involves a certain technical knowledge of engraving processes, halftones, and "layouts," the decorative arrangement of two or more photographs to cover more than one column of space. With her, however, it is essential that her taste and eye be cultivated to the extent that she can visualize in a flash just how a "piece of art" will show up on a page.

She should have a good literary sense so that she can "spot" the unknown author and refuse the product of the known author whose contribution falls below her magazine's standards.

She needs a good business head, for she buys in the open market like any merchant, and authors, and artists, contrary to tradition, are not above profiteering. She must have an aptitude for organization and tact in the management of her personnel. She must have what in the newspaper world would be called "news sense"; in the magazine world this can be described best perhaps by "literary sense"—that constant keeping of her finger on the pulse of the reader, in order to judge what she or he wants to read. She must get into her magazine first the names and the subjects that are on every one's tongue. Better still—she should get them just before, so she really starts the vogue. In this, too, she plays the role of alert, up-to-the-minute merchant,

first in the literary market for the freshest and most popular literary merchandise.

Finally she needs a knowledge of advertising, for the editorial and advertising policies today interact much more than they did in the good old days of fearless, independent publishers. Commercial interests are—to the regret of not a few—increasingly dictating editorial methods and policies.

Magazine Organization.—It is impossible to outline a typical organization of a woman's magazine. Some editors dominate the entire policy of the magazine, and all copy for every department must be viséd by them. On other magazines, department editors work independently and may order articles without consulting the chief, and may pass finally upon the copy of their departments. The terms, editor-in-chief, managing editor, directing editor, associate editor, staff editor, desk editor, vary in meaning with each publication. (See Appendix for instruction in magazine make-up.)

Some Magazine Editors.—A glance at women's achievements as magazine editors reveals the fact that women could write quite as interesting and worth-while reminiscences of their work as men editors, many of whom of late have been contributing to current literature along these lines.

It is significant that some of the outstanding women editors came to executive work on magazines after years of pioneering on newspapers, holding aloft the torch of "sex equality in labor" as they blazed forward trails for other women to follow. The most conspicuous example is Jane Cunningham, "Jennie June" Croly, forerunner of the woman of today, for she was carrying on a busy and varied career, managing a home and bringing up a family as far back as the middle of the last century. Women writers, and newspaper women especially, owe much to "Jennie June" Croly. Pioneering was a habit with her and before nearly every one of her achievements, she could have written FIRST with

capital letters. She was the first woman in America to write daily for publication, the first to write and syndicate "women's stuff"; she established Sorosis, mother of women's clubs, with kindred spirits of her sex;[3] she founded the first woman's press club—the Woman's Press Club of New York City and she was the first woman to teach journalism in a university.[4] The fact that she followed her husband in his various positions on newspapers and magazines to work side by side with him, did not make her career any more conventional in those days when a woman who worked outside the home at any labor was looked at askance. When she married him in 1856, he was a reporter on the *New York Herald,* and later when he became city editor of the *New York World,* she transferred her activities to that paper, but continued to write for the *Tribune,* the *Times,* Noah's *Sunday Times* and the *Messenger.* It is not surprising that she should translate some of this independence of spirit and amazing industry into magazine ventures, and she was editor of Madame Demorest's *Illustrated Magazine* for twenty-seven years; both editor and owner of *Godey's Ladies' Book* and the *Home-Maker,* while the *Woman Cycle* was her own creation and property.

Of the women of a later generation who carried the pioneer spirit of their newspaper career into a magazine office, may be mentioned Miss Elizabeth Jordan, novelist and playwright. While she was assistant editor of the *New York Sunday World* (when Arthur Brisbane was Sunday editor) she made up the entire Sunday edition except late Saturday night news sections—worked in the composing room all night Wednesday, Thursday, Friday, and Saturday until midnight—a record so far unequaled by any other

[3] It was founded in 1868 as a protest against the barring of women from the banquet in honor of Charles Dickens.

[4] She lectured on journalism and literature at Rutgers Women's College.

woman. When she resigned to accept the editorship of *Harper's Bazaar* (succeeding Margaret E. Sangster)—a position which she held from 1900 to 1913—she was editing the colored supplement, comic supplement, and Editorial Forum, a section devoted to serious discussion by world thinkers. These various departments were turned over to others, which led to the famed and oft-repeated statement that "it took three men to fill Miss Jordan's place!"

Mrs. Ida Clyde Clarke, associate editor of the *Pictorial Review,* was probably the first Southern woman to do important reportorial work, such as handling national conventions, and her first big assignment was for the Associated Press, reporting the General Conference of the Methodist Church at Asheville, N. C., for the *Nashville Tennesseean.* The next year she reported forty-three conventions all over the country.

The constructive work which Mrs. William Brown Meloney has initiated as editor of *The Delineator*—its campaign for Better Homes in America, later incorporated as an independent organization with headquarters at Washington, D. C., and its varied program for child-welfare work—is a continuance of newspaper achievement. Besides being the first woman bureau chief at Washington, she was the first woman employed on the general staff of the *New York Sun,* and her understanding of sociological problems, especially as they affected children, began with her interest in the New York Children's Court, which she was the first to put into the news of the day.

To Mrs. Sarah Josepha Hale must go the honor of being first woman editor of the first magazine devoted exclusively of the interests of women, the *Boston Ladies' Magazine.* This was in 1821, and when it was consolidated with *Godey's Ladies' Book,* she continued as editor for forty years, while she compiled the *Biography of Distinguished Women,* and did other writing.

Not until many years later do we find women actually ontrolling publications of their own. A pioneer publisher vas Mrs. Amelia Jenks Bloomer, best known for her crusade or dress reform, who, in 1849 founded the *Lily*, a periodical evoted to the cause of temperance and women's rights.

Less than half a century later, Kate Field established in Vashington, D. C., a publication for both men and women, alled *Kate Field's Washington*, which during its brief areer, was distinguished for its political comment and rilliant criticism of literature, art, and the stage. It was manned" entirely by women; she did the editorial writing nd her editor, Caroline Lingle, and her business manager, Ella Leonard, assisted her in getting it out.

Women may be comparatively new and untried in the nagazine-publishing field, but they have assuredly won their purs as editors. The future is bound to see them succeed n greater numbers as publishers.

Additional Reading

Bok, Edward.—*Americanization of Edward Bok.* (Charles Scribner's Sons, New York.)

Memories of Jane Cunningham Croly. (G. P. Putnam's Sons, New York.)

Overton, Grant. *Women Who Make Our Novels.* (Moffat, Yard & Co., New York.)

CHAPTER XVI

THE SYNDICATE WRITER

> Stick it out at the writing game if you want to. It won't be easy. . . . You will have a hard time at first and you will need pluck.
>
> THEODORE DREISER

A syndicate is an organization (or an individual) which offers second rights on material to newspapers and magazines. This material may often be recognized by the label giving credit to the syndicate or by the copyright attached to it. Well-known writers and artists for syndicates selling their wares to metropolitan newspapers, share the limelight with movie stars, and their incomes are often mentioned in the same awed, incredulous tones.

Opportunities.—Women, of course, write nearly all of the strictly woman-interest and household features. There are more women homily writers syndicating their work than men, as well as many writers of miscellaneous features which syndicates sell for the magazine pages of the newspaper. A few women experts in the technic of the married-life serial are holding their own with men in the matter of incomes. Women are also proving that they can write humorous features, while the few women cartoonists and creators of comic strips we have today are beyond doubt paving the way for as successful and lucrative work along this line as that of the men "syndicators."

How to Get a Start.—Scores of successful syndicate features started as local features and the suggestion is made to the writer, aspiring to syndicate her writing, that she try out her idea on a local newspaper. If it gets the proper

"reaction" the newspaper editor might help her market it. Many newspaper women, as well as women outside of newspaper offices, have successfully "put over" syndicate features in this way.

If the writer prefers to submit the feature direct to the syndicate, she should prepare three or four samples. If she cannot get the idea across in as few as that, it is safe to predict she could not arouse the interest of the newspaper reader. In preparing a feature of short length for a series, the writer should make each sample as near that length as possible, even if it is necessary to count the words to hold herself down to the proper amount of space. She should indicate in a letter of explanation how long the feature is to run, and perhaps give a complete list of additional subjects to show that she has thought the entire subject through. Addresses of syndicates may be obtained from local newspaper offices, from "The International Year Book" of *Editor & Publisher* (see "Periodicals" in bibliography at end of book) from books of manuscript markets, or from writers' magazines.

Preparation.—As syndicate writing is generally a by-product of other writing and can hardly be called a career in itself, the writer should secure the training that she considers necessary for any writing career. Journalism courses, as well as courses in rhetoric and short-story writing would prove ideal equipment and should be supplemented by the usual cultural courses, such as psychology, literature, history, political science, etc. One cannot have too great a diversity of intellectual interests if a writing career is intended.

Qualifications.—An outstanding requirement for syndicate writing would be originality. The person with many ideas and the persistence to see them through ought to "land" eventually as a syndicate writer.

History of Syndicates.—In a volume of the magazine *The Critic* (1887) appears an interesting account of the

origin of the syndicate by S. S. McClure, who started the first all-inclusive syndicate in this country. After an unpleasant business experience with an obscure author who wanted to write a novel for two papers of the town, a newspaper publisher of Bolton, England, conceived the idea of having eight or ten newspapers join together to buy a novel by a famous author. The publisher, Mr. Tillotson, took over all the business transactions himself, made arrangements with the author, sold the story to the other papers, and so the first syndicate was born. He came to America in 1884 to enlarge his business here, but at the time he was announced to come, an American publisher, Charles A. Dana of the *New York Sun,* had already arranged for a series of short stories by well-known authors. At that time Mr. McClure, who was breaking into the publishing business in the office of the *Century Magazine* and had access to the exchanges of the newspapers, was inspired to obtain short stories from the most popular writers of the *Century Magazine* and *Harper's Magazine.* He arranged to have these published in eight or ten papers simultaneously. He severed his connections with the publishing house to try out his idea and eventually he organized a service of general articles.

"Jennie June" Croly syndicated the first woman's features. She did not use the word "syndicate" but instead called her method a "duplicate system of correspondence." She arranged for simultaneous publication of a fashion letter she was writing for a New York paper, in several papers, among them the *Chicago Times,* the *Richmond Whig,* and the *New Orleans Democrat.*

Classifications.—Newspaper syndicates may be divided into four classes, exclusive of those which sell news pictures and photographs:

1. *News.* This class is sometimes labeled "service" or "bureau." These news syndicates are by-products of the largest metropolitan newspapers like the *New York Times,*

he *New York World,* the *Chicago Daily News,* and the *Chicago Tribune.* By selling this service to other newspapers, they are able to employ the most highly paid specialists, reporters and feature writers and thus reimburse themselves. These bureaus cover all classes of news.

2. *Feature.* There are two divisions of syndicates which handle features. A syndicate feature is reading matter that has no "spot" news value, but is interesting, informative or purely entertaining.

(*a*) Feature companies or services which have no connection with newspapers except to sell to them, like the George Matthew Adams Service, McClure Syndicate, Bell Syndicate, Wheeler Syndicate, etc. These in turn may be classed into general feature syndicates, which handle features on a variety of subjects, and those handling features on one subject such as fashions, women's and children's interests. There are only a few of the latter.

(*b*) Those which are part of the newspaper. Just as papers resell news so they resell features and thus get back more than the cost of the feature to them. These syndicates are not in the market for features by outside writers because members of their own staff, who draw regular salaries, turn them out.

3. *Individual.* Some writers who have an assured market for their wares, sell the product direct, eliminating the middleman, which in this case, is the news or feature syndicate. They consequently receive all the revenue, after they have deducted expense of printing, circularizing, illustrating, and mailing. One method used by "syndicators" is to make arrangements with a newspaper to use a feature free of charge in return for at least two hundred proofs. These may be used for the selling campaign and later when contracts are signed with other newspaper users, for simultaneous release.

4. *Combinations.* Newspapers sometimes combine to form a syndicate service. For instance the *New York Times* and the *London Times* formed a special syndicate to handle

official news and pictures relating to the opening of King Tut-Ankh-Amen's tomb. In turn they sold the news and pictures to newspapers all over the United States, Canada, and the British colonies.

Variety of Material.—Nearly everything that a newspaper uses in its columns today, except advertisements and local news, may be syndicate material. This includes cartoons, comic strips, weekly colored comics, photographs and news pictures, news features, editorials, "colyums," dramatic and book reviews, fiction of all kinds, society, sport and financial news, fashions, advertising promotional material, movie news and comment, features related to history, science, business, psychology, the radio and puzzles—in fact the range of subject matter is almost unlimited. Beside single features, whole pages and departments such as children's and women's pages are syndicated. Whole Sunday sections may be supplied by syndicates to newspapers. The writer who can regularly turn out the type of article wanted for these Sunday sections can earn more than the writer of a daily feature.

Value to Readers.—Some present-day critics are not a little disturbed over the widespread use of syndicate material which they call "standardized reading matter" and "canned thought."[1] Though it is true that it has robbed the daily newspapers in both large and small communities of much of their individuality and personal tone, it must not be overlooked that syndicates supply matter of much higher quality than such papers could otherwise afford. The best work of the best newspaper artists, humorists, political experts, philosophers, sports specialists, and popular-science elucidators is made available in communities where thousands of readers would otherwise have no access to it.

Syndicates are doing their part to diffuse "culture" through-

[1] See "Newspapers and Canned Thought," by Will Irwin in *Collier's*, June 21, 1924.

out the country and to put an end to the self-satisfied provincialism of many communities more or less remote from the so-called metropolitan centers. Syndicated articles on international topics, have enlarged the mental horizons of Americans who formerly took little or no interest in politics beyond the limits of their home counties and states.

Value to Newspapers.—The market value of a syndicate feature to a newspaper is gauged almost entirely by its circulation-getting qualities. This is illustrated by the name of the magazine *Circulation* which is published by the Hearst organization largely to advertise its service. Some features which are editorial in nature, are bought by the circulation departments of newspapers such as the pattern and horoscope features.

How It Is Sold.—Syndicates market their wares by mail or through salesmen who call on the editors of the newspaper just as in any commercial business. Only one feature of a kind or one Sunday section can be sold in a city, and a few newspapers have the reputation of buying syndicate material with no intention of using it but simply to keep the opposition paper from handling it.

Cost.—The price asked by the syndicate is based on the circulation of the paper or the size of the city. A newspaper with half a million circulation would have to pay thirty-five dollars a week for a feature which a paper in a town of five thousand could buy for five dollars. This is known as the sliding scale.

How Material Is Sent Out.—Syndicate material may be sent out in printed form, in mimeograph form or in "mat" form—the term for matrix, the papier-mâché impression of articles or drawings upon which duplicates may be cast.[2]

[2] Syndicates which supply small weekly or semi-weekly newspapers may send out material known as "patent insides," or ready printed inside pages. Or it may be in the form of "boiler plate," the common name for stereotyped plates all ready for printing. This is sold by the page or column and the editor simply cuts it to fit the space.

The dates on which material may be released or printed are indicated, and in the case of news must be scrupulously observed.

The Writer's Reward.—Syndicates may pay their writers a regular salary on the percentage basis, usually fifty-fifty, when costs have been deducted. They may also purchase a feature outright. Often a writer has to sign a contract promising to submit all future material to this syndicate and waiving motion picture rights. Some syndicates submit itemized statements at intervals, showing the writer just what newspapers have subscribed for the feature.

Choosing the Subject.—A subject that has an appeal for the greatest number of people should be sought by the syndicate writer. The five fundamental appeals of human interest have been compiled by Alexander Black, newspaper man and novelist, and they may prove a guide:

1. Sex (love, marriage, children)
2. Money
3. The body
4. The isolated one, the offender, castaway (illustrated by detective stories)
5. The hereafter

Writing in *Circulation* (April, 1921) on "What is the Essential Daily Feature?" Brett Page, writer, listed fourteen essential features. Short-time features of momentary interest are valuable, he said, but should be considered only after the newspaper has equipped its columns with features whose appeal will be the same tomorrow as it is today.

The fourteen "points" follow:

> 1. The desire to be well, to get well, to keep well—to take care of the body.
> 2. The longing to look well—to keep the body beautiful.
> 3. The wish to dress well—to deck the body becomingly, tastefully, in the moment's mode.

4. The hunger for food—good food—to feed the body well.

5. The desire for a home—not a mere house to shelter the body, but a place filled with the spirit as well as the things which spell home.

6. The impulse toward spiritual things—the wish, in the highest sense, to live well—the call of the soul.

7. The urge to love and be loved—the cry of the heart.

8. The desire to know of the past, of the great and clever men and women—to be "educated"—easily.

9. The longing to travel—the wish to journey into far lands.

10. The eagerness to read—preferably a love-story with dangers and plenty of action—a tale of men and women who can be liked and events of probable every day.

11. The appreciation of beauty in pictures—girls in romantic situations.

12. The longing to laugh—to chuckle over funny things or at someone else—most eagerly at what "a woman" does.

13. The urge of superstition (strangely, this number happens "to come out" thirteenth)—the questioning of the impenetrable mysteries of fate.

14. The tender wish to please a child—the child's love of "a story"—of flowers and bees, butterflies and elfins in Fairyland.

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It may be easily seen that fully half of these features lemand the experience and viewpoint of the woman writer.

Getting and Storing Ideas.—The person ambitious to vrite for syndicates should read the newspapers and magaines assiduously. In this way she may secure enough facts nd data bearing on one subject to present in syndicate form. She may start with the "germ" of an idea for a feature which will develop as she finds material to feed it into a eries.

Research work in such subjects as religion, history, science, uperstitions, origin of names and words, astrology, palmstry, and psychology may yield ideas, and as some syndicates

aim to keep on hand certain features on just such subjects as the above, there is opportunity to sell a feature if the market is "struck" at the right time. By keeping one's hand, so to speak, on the public's cultural pulse, one can present a feature that has a good chance of success. Every year sees two or three outstanding books, that at once arouse interest in some subject and start people to talking and thinking along certain lines. Thus certain books that popularized history, science, psychology, etc., at once awakened public taste for these subjects.

Big news events often yield by-products in syndicate features. The tremendous exploitation of the discovery of the tomb of Tut-Ankh-Amen and similar finds in the vastly older city of Ur, quickened public interest in remote antiquity. Several authoritative works were published by world-famous archaeologists and syndicates were good markets for those who could popularize the scholarly conclusions of the scientists. A file, of course, is practically indispensable for storing ideas.

Married-Life Serials.—Women are practically alone in the field of the married-life serial. The writer who would essay the type of fiction should study the serials appearing in the newspapers. Nearly every newspaper today carries at least one; some newspapers use two. The essential ingredient is conflict. It may be between two persons; it may involve several. Writers make generous use of it and have as many conflicting personalities and clashes of will, as cleverly introduced "other men" and "other women," meddling relatives-in-law and false friends, can inject. One popular serial which has been running for years depends upon the conflict between husband and wife for its interest. By skillful manipulation of this theme, the author manages to keep the same atmosphere of impending doom as hangs over an Ibsen play. Thus she achieves suspended interest though each story is complete in itself. The writer of estab-

lished reputation often introduces the same characters in every serial, though they may play minor rôles in each new story.

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CHAPTER XVII

THE FIELD EDITOR

> Find out what your readers want and keep one step ahead of them.
>
> D. A. Wallace

Many magazines have felt the need of more direct contact with readers and subscribers, and the member of the staff who thus contributes "from the field" is called the "field editor."

Opportunities.—Many farm journals have a staff of field editors. Trade magazines and a few women's magazines also offer opportunities for this work.

How to Get a Start.—A girl may apply directly to the managing editor of the publication, as this work is done under the supervision of the editorial department.

Preparation.—The preparation necessary depends upon the publication for which the field editor is working, but essential requirements would be ability both as a writer and as a public speaker. A course in public speaking, therefore, or its equivalent in experience, is as valuable as writing courses. The field editor on a trade magazine does not need the professional or scientific training the home editor needs. She should have, however, a good general knowledge of the subject to which her publication is devoted, so as to judge of the worth of material. This also implies a well-developed news sense. For a woman representing a farm publication, courses in home economics and in agricultural journalism would be almost essential.

Qualifications.—The field editor should have a pleasing personality and be able to meet people easily, for strangers

judge the magazines she represents by her. That the work requires more than the usual amount of ability can be judged by the fact that while she is impressing people with the worth of her magazine, she must at the same time be drawing out their opinions as to how it can best serve them and also (which is more important to the home office) concrete facts and information to send back.

Her Work.—Typical work cannot even be outlined for it varies with the publication. Some publications want their field editors to be contact makers, whose chief work is to talk before organizations of club women and others. Other publications put the emphasis on stories from the field in order to obtain the widest variety of subjects for the edification of the Maine-to-California subscribers.

Field editors attend meetings, conventions, gatherings—national, state and local—to study currents and movements and to send back reports and stories. They also inform the home editor of the trend of interest, so he or she may get the material from the right viewpoint or, if necessary, secure experts to write it. To illustrate: Only by going into the field, could magazine representatives for a farm publication learn of an oversupply of corn and thus furnish the editor with a valuable tip on the acceptability of food articles on ways of using corn. Or they might learn of a "renaissance" of interest in soap making to make articles on this subject eagerly read. The alert field editor must discover what her own particular "class" is thinking about, dreaming about, or actually doing.

The value of this reader contact, resulting in presentation of subjects readers are looking for, can readily be seen. Its effect on circulation can also be gauged. If the staff of field editors is a large one, each editor will have her own special contacts or perhaps be in the field for certain subjects, such as success stories of farms, schools, and community enterprises.

Service to Readers.—Some farm publications, among them *The Farmer's Wife,* aim to give through their field editors as much as they get. This was the first magazine to develop the work along the lines of double service—to readers and to the magazine—and it probably has a bigger staff of field editors under the leadership of its editor-in-chief, D. A. Wallace, than any other class publication.

Solely to give out wanted and valuable information, editors on this publication talk before organizations and public meetings on subjects that may have no connection with the magazine. They go farther and secure the coöperation for farmers and farmers' wives, of people in their community or state who can serve them—school boards, legislatures, editors and agricultural specialists. Thus the service becomes virtually welfare work for the farmer class.

Publications are more and more realizing their potentialities along this line—hence the widening of opportunities for women who will develop the talents needed.

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Lundquist, G. A.—*What Farm Women Are Thinking.* (Bulletin published by Minnesota Agricultural Experiment Station, St. Paul, Minn.)

CHAPTER XVIII

THE HIGH SCHOOL TEACHER OF JOURNALISM

> Woman's business is not only the bringing into the world of the coming generation, but the molding of that generation's ideals.
>
> HONORÉ WILLSIE MORROW

Journalism was introduced in the high schools largely as an outgrowth of the supervision of the high school publication. As this work was generally given to teachers of English, it was quite logical to give them also the course in journalistic writing, which has for one of its aims the training of students to conduct the publication.

Opportunities.—There is a marked increase every year in the number of high schools which are adding a course in journalistic writing to their curricula. Some schools pay more to journalistically trained teachers than to teachers of other subjects. The work appeals to many girls because the salary is higher than that offered a beginner in a newspaper office, and because two types of work may often be combined —teaching journalism during the nine school months, and doing newspaper work in the vacation period.

Preparation.—The prospective teacher should have the sound educational training which can only be obtained in a college or a school of education. Since she will be expected to teach English in the majority of positions offered, she should take as many and as varied courses in that subject as possible. Her journalistic training may be acquired in a variety of ways. In some universities, schools of education and of journalism have worked out a special course to train journalism teachers. It is comprehensive enough to allow

the student to major in journalism and to obtain the requisite subjects in education to qualify for a teacher's certificate upon graduation. The student ordinarily takes a minor in English.

The journalism training may be obtained by practical work in a newspaper office, by summer school courses, or by correspondence courses. An all-around experience on a newspaper is desirable, for the work of supervision of the school publication will call for some knowledge of circulation and advertising, as well as of editorial methods. Many teachers find it to their advantage to alternate a summer of newspaper work or attendance at a school of journalism with their teaching to keep up to date with newspaper methods.

Qualifications.—The high school teacher of journalism should have the qualities of a good teacher, which presupposes ability to apply teaching methods in the most practical way. Personality and executive ability will be aids in the supervision of the publication, for the paper put out by the staff will in a measure reflect her enthusiasm and ideals.

Her Work.—In general the work of the teacher may be said to have three phases: (1) teaching of classes in English; (2) supervision of student publications such as weekly, bimonthly, or monthly paper and possibly the annual (this work is generally carried on after school hours); (3) teaching a course in writing which has been variously called journalistic writing, news writing, newspaper writing, etc.

The aim of the writing course should be purely educational and in no sense professional or vocational as it is in college courses in journalism. It is intended to stimulate interest in writing by the use of live news subjects close to the interests of the pupils, and is meant as much for students who aspire to become home economics experts and lawyers as for the students who intend to become newspaper workers.

Among the ways by which this educational aim is furthered is by the method employed in teaching the writing itself. On

a thorough grounding of the four general kinds of composition—narration, description, exposition, and argumentation—instruction is given in some of the many kinds of news stories found in newspapers, in feature articles, in editorial writing, in headline writing, and in editing. Whereas in college journalism courses, the technical newspaper form is emphasized, in high school journalism, emphasis is as much, if not more, upon style, diction, and accuracy. In other words, observance of journalistic form is a *means* rather than an *end*.

The educational aim may also be furthered by a study of the general conduct of a city newspaper and by a study of newspapers themselves. This latter is becoming more and more important. Well directed newspaper study should (1) arouse interest on the part of the students in civic, state, and national problems by examination of first written accounts of important events that are making history; (2) show students how to read the newspaper intelligently and get more from it than their superficial interests enable them to do by themselves; (3) inculcate the highest ideals of newspaper making, and so indirectly develop a more critical audience of newspaper readers.

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The Scholastic Editor, a periodical, Madison, Wisconsin. News information, guidance material for journalism teachers i high schools both for teaching and conduct of publications

APPENDIX

PREPARATION OF MANUSCRIPTS AND BOOKLETS, AND MAGAZINE MAKE-UP

Manuscript Preparation

Typing and Labeling.—Despite all that is said about new writers being the life of the magazine business, the professional-looking manuscript showing that the writer is experienced, is going to win more favorable reaction than the one that is unprofessional in appearance. The novice by observing a few rules may send out her first article so that even the veteran editor does not know it is a "maiden effort."

White paper, preferably 8½ by 11 inches should be chosen. The typing should be done neatly; it should be double spaced and leave wide margins at each side with at least two inches where paragraphs begin. The article should begin fully halfway down the first sheet to allow the editor to write a new title if necessary. Pages should be numbered in the upper left-hand corner. The proper method of labeling is illustrated as follows:

Anne Seton
43 Astor Place,
Chicago, Ill.
Submitted at
regular space rates.

About 675 words
2 illustrations.

HOW TO PREVENT COOKING DISASTERS

By Anne Seton

Each illustration should be plainly numbered and should bear the name and address of the sender in case the pictures are separated from the manuscript. Some writers list the

captions that go with each picture on a separate sheet of paper. If these are written far enough apart on the sheet the editor may clip each one and paste it in her "dummy" or plan of her magazine. The manuscript pages may be fastened together with a paper clip, but they should not be stapled.

Mailing the Manuscript.—Large flat envelopes may be obtained for sending manuscripts in the mail, so that they need not be folded. It is permissible to fold a manuscript once, however, but never more than that. Manuscripts should never be rolled. A return envelope that has been stamped and addressed is always included. This may be folded inside the large envelope.

Keeping a Record.—Writers who send out many manuscripts usually keep a manuscript record. The writer may purchase a record book made for this purpose, or make her own. She devotes a page to each manuscript, giving exact title, number of words, list of photographs sent, names of publications to which it is sent, dates of sending and return. This enables her to know the exact whereabouts of her manuscripts, the length of time they have been out, and, of course, prevents her from sending them to the same publication twice.

Booklet Preparation

First Steps.—A good printer is the best friend a beginner in this work can have. Consequently she chooses one who has a reputation for good work, as well as one whom she can count upon to be helpful. If possible, too, she chooses one who carries the "stock" or paper, for this will eliminate one outside business transaction. She and her firm first decide upon the exact size of the booklet or folder, if it is to be the latter. Then she visualizes its general appearance as much as possible in order to decide upon the use of color and engraving.

Preparing the "Dummy."—The "dummy," hereafter to be referred to without quotations, is the draft or diagram of the finished booklet, showing on each page the position of reading matter and illustrations. The booklet compiler may order original sketches or designs from an artist, or she may use photographs. Whatever she uses, she outlines the amount of space either is to take on her dummy. This will enable her to find out how much the illustrations will have to be reduced in size by the engraver (to whom she will then send them) and to find out how much space she will have to fill with reading matter or copy. The latter is important because she can save herself much time if her copy "fits" and accompanies the illustrations. The sizes of type most commonly used for advertising text of this kind are 8-point and 10-point. After the cuts have been returned from the engraver, she gives them along with the copy and dummy to the printer, who "sets up," that is, prints the copy, and arranges it on the proper pages in the booklet.

What Makes for Effectiveness?—There are many devices by which the booklet writer may make her booklet arresting and artistic. One of the most common is judicious use of white space. There must be no solid pages of reading matter. The writer who attempts to crowd her booklet with facts and so get her money's worth is really throwing it away. She need not be too lavish in this respect; a little study of different booklets that represent the *juste milieu* will guide her.

Use of illustrations to break up the reading matter is another means for securing effectiveness. Drawings in the margin of the pages, either line drawings or silhouettes, enable the writer to get plenty of reading matter on the pages and yet to make them attractive. Use of color has produced some of the most striking and unusual booklets that are to be found today. They may transform quite an ordinary booklet into a "thing of beauty." Proper selection

of type is another essential and many a booklet owes its effectiveness to this alone.

Magazine Make-up

Definition and Principles.—By make-up is meant the arrangement of reading matter and illustrations on a page. The aim of successful make-up is to display subject matter attractively and, at the same time, achieve a well balanced page. The value of "art" or illustrations can be readily seen, for it "dresses" a page just as appropriate settings in a display window lend attractiveness to the merchandise. Pages without art are apt to have a heavy look and if none is available, the make-up worker should select type with especial care in order to have some element of contrast, and should have as many "breaks" on the page as possible, in the form of indented matter, initial letters and "boxes" to relieve the eye.

Mechanics of Make-up.—The person doing make-up usually originates her own system. Some editors, for instance, work with two dummies, some with only one. The commonest method is to make a dummy the exact size of the magazine, so an old copy of the magazine is used and paper is pasted over illustrations. Thus comparatively blank pages are presented. On these, the columns of proofs and the illustrations are pasted as they are to appear in the finished product.

If there is no a t on the page, the task is simple, for the maker-up simply writes the title and subtitle at the top and pastes the proof which has been set in proper column width, on the pages. But illustrations, especially those of an odd shape, such as "layouts" (two or more pictures grouped together into one by an artist) complicate the make-up. They necessitate "run-arounds" and consequent exact estimate of the number of words on the entire page. Some editors simply go by the rule that there are seven words to a line,

r whatever number their magazine columns take, then stimate the number of lines and gauge space accordingly; thers work with a pasteboard word scale and, by the aid of imple arithmetic, can easily figure to the word the amount f space they have to fill to allow for breaks on succeeding ages. After the pages are assembled, page proofs are aken to ensure accuracy. The editor must number the pages n order; indicate type for heads; and separate units by whatever style or method her publication employs.

In this work, too, the editor can learn a great deal from he printer. Make-up may be learned in advertising courses nd in an editing course in a school of journalism.

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